

Product Quality and Quality Management in Residents of RW 8 Meruya Selatan, West Jakarta for Business Sustainability and Environmental Sustainability

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Abstract

Purpose: This study focuses on the role of product quality media and quality management in the development of businesses of residents of RW 08, Meruya Selatan Village, for the sake of business sustainability and environmental sustainability.

Method: This research uses a community service approach to achieve its objectives. This activity includes training sessions with theory, examples, discussion forums, and mentoring to improve product quality and quality management.

Practical Application: The results of this study are useful for residents of RW 08 Meruya Selatan in developing product quality and quality management.

Conclusion: This study has an important thing in providing training to residents of RW 08 Meruya Selatan which can improve product quality and quality management. This has practical implications for increasing product volume which has an impact on improving the welfare of residents.



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Introduction

According to (Demoulias et al., 2020; Mohammadi et al., 2024), business is the organized efforts of individuals to produce and sell for a profit, the goods and services that satisfy society's needs. The meaning of business is an individual activity to do something organized to produce and sell goods and services in order to gain profit in meeting the needs of society (Bukhari, 2003).

According to the Big Indonesian Dictionary, business is an activity that uses energy, mind, or body to achieve a work goal (action, initiative, endeavor, effort) to achieve something¹. In Law No. 3 of 1982 concerning mandatory company registration, business is any action, deed or activity in the economic sector carried out by every entrepreneur or individual for the purpose of obtaining profit or gain (Ismail, 2006).

Business in Islam can be understood as a series of business activities in various forms that are not limited by the amount (quantity) of ownership of assets (goods/services) including profits but are limited in the way of obtaining and utilizing assets (there are halal and haram rules) (Ali et al., 2023; Judijanto et al., 2024; Muhammadun et al., 2024). Business is one of the alternative steps for the government to improve the country's economy and also to increase employment opportunities for the unemployed who are waiting to get a job. Business is expected to be able to absorb the increasing number of unemployed people every year. The current business phenomenon has raised awareness of the importance of business and the creation of new businesses, since innovation and companies are considered important determinants of economic growth and prosperity

Businesses today must see a pattern for internet excellence. Businesses that have a solid market and have high potential that will last a long time (Aroosa et al., 2024; Li et al., 2023). Even the corporate environment must have ideas that are developing and can reach many buyers assuming they need to grow, especially with the size of the competition in the business world itself in expanding transactions by advancing its products through internet-based media by making recordings that attract internet consumers to look like efforts to attract buyers. The inevitable business competition in the era of globalization must be handled by business actors by making significant steps for the clarity of their own business. After the Covid pandemic I must run a network.

Along with the development of science supported by technological advances, human desires continue to increase, so that in addition to basic desires, humans also have many other additional desires that are very diverse and varied which sometimes result in contradictory desires and needs, this makes businesses required to continue to be enthusiastic in business (Fuad et al., 2000).

In the current era with the development of increasingly advanced technology and communication, the use of social media has become the main means of marketing. According to Kotler (2005), the existence of sophisticated technology with internet networks facilitates direct interaction between consumers and business actors. Anything should be possible, whether searching for data or maintaining a business. This shows that internet technology plays an important role in the progress and advancement of the business world in competition. companies that use the internet to promote and market their products.

Referring to the results of initial observations conducted by researchers, it has had a tremendous impact on various sectors, especially the business sector. Where the existence of businesses whose role provides a significant contribution to the rate of the economy. For this reason, a strategy is needed for businesses to continue to develop their businesses during the pandemic. As we know, so many businesses use social media as a business field.

Method

The implementation method consists of a maximum of 1,500 words explaining the stages or steps in implementing the solutions offered to overcome partner problems. A

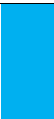



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complete description of the implementation method section to overcome problems according to the following stages.

1. For partners engaged in the productive economy and heading towards a productive economy, the method of implementing activities is related to the stages in at least 2 (two) different problem areas handled by the partner, such as:
 - a. Problems in the production sector.
 - b. Problems in the management sector.
 - c. Problems in the marketing sector, and others.
2. For partners who are not economically/socially productive, at least 2 (two) problem areas, state the stages or steps of implementing the service taken to implement solutions to specific problems faced by the partner. The implementation of the solution is made systematically, including health services, education, security, social conflict, land ownership, clean water needs, illiteracy and others.
3. Describe how partners participate in implementing the program.
4. Describe how to evaluate the implementation of the program and the sustainability of the program in the field after the activity is completed.
5. Describe the roles and tasks of each team member according to their competencies and student assignments.
6. Describe the potential for credit recognition for students involved.

A schedule for implementing Tegal Parang Village MSME Training activities was created, through several stages as shown in table 1:

Table 1. Implementation Schedule

No	Name of Activity	Time (Month)
1	Submission of proposals and presentations	
2	Initial survey	
3	Preparation for implementation	
4	Implementation	
5	Evaluation	
6	Progress Report	

Result

The activity is themed "Product Quality and Quality Management for Residents of RW 8 Meruya Selatan, West Jakarta for Business Sustainability and Environmental Sustainability." It will be implemented through a collaboration between lecturers and students from Mercu Buana University Jakarta and the community of Meruya Selatan Village, West Jakarta. The event is scheduled to take place on February 20, 2025, at the RW 8 Meruya Selatan Hall, with 20 participants from the RW 8 community, ranging in age from 25 to 60 years. The event will be supported by laptops, projectors, a complete sound system, questionnaires for participants to fill out, and souvenirs for attendees.

The program will include theoretical explanations, examples, and a discussion forum. Following the main event, the activity will continue with providing assistance to the residents of RW 8 Meruya Selatan. Additionally, photos and videos will be taken with the participants and sub-district officials, and the event will be covered in online media. This activity aims to contribute to both business sustainability and environmental conservation in the community.

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Table 2. Rundown PKM Activities

No	Name of Activity	PIC
1	Registration	Student
2	Opening and prayer	MC
3	Village Head's Welcome	Muchamad Ghufri Fatchani, SM
4	Speech by UMB Representative	Dr. Andian Pradita, MM
5	Submission of Village Head Certificate	PKM Team
6	Photo with the Village Head	Student
7	Presentation of Resource Person 1	Dr. Sonny Indrajaya Arief Bowo Prayoga Kasmu S.E., M.M.,Phd Aditya Pratama, ST. MM. Ph.d Luna Haningsih, SE.MM
8	Presentation of Resource Person 2	Dr Zairil SPd., MM
9	Presentation of Resource Person 3	Diky Firdaus, S.Kom, MM
10	Presentation of Resource Person 4	Ariyani Wardhana ST., S.Kom., MM
11	Questions and Answers and Discussion	Student
12	Guidance Explanation	Student
13	Closing	Student
14	Photo with participants	Media
15	Distribution of Souvenirs	Student

Participants in this product quality and quality management activity were created as a marketing tool for the businesses of RW 8 Meruya Selatan residents for Business Sustainability and Environmental Conservation, where RW 8 residents can absorb theories, examples, discussions and will be continued with the guidance provided.

Figure 1. UMB lecturers and Student



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Figure 2. Residents of RW 8



Discussion

The program "Product Quality and Quality Management for Residents of RW 8 Meruya Selatan, West Jakarta for Business Sustainability and Environmental Sustainability" aims to address several challenges faced by the community. Many business ideas in the area are not well-suited to current conditions, and there is a lack of understanding about what constitutes good product quality. Additionally, there is limited knowledge of quality management principles and how they can be applied effectively for business improvement. Many residents also lack an understanding of business sustainability and environmental sustainability, as well as how to achieve these goals.

This program is a collaborative effort between lecturers and students from Mercu Buana University in Jakarta and the residents of RW 8 Meruya Selatan, West Jakarta. The training is conducted in several stages, beginning with the submission of proposals and presentations, followed by an initial survey to assess needs, preparation for implementation, the actual training activities, evaluation, and a progress report.

The results of the initial survey reveal that MSMEs (Micro, Small, and Medium Enterprises) in the area face several issues, including poorly developed business ideas that do not align with current trends, a lack of knowledge in marketing management, limited understanding of how to effectively use social media for business, and insufficient knowledge of business and environmental sustainability practices.

This training is a crucial step for the residents of RW 8 Meruya Selatan to enhance their business practices by introducing new methods in product quality and quality management, which are essential for business growth and long-term sustainability.

Conclusion

Community service in the form of training activities can answer the needs of business residents of RW 8 South Meruya and aims to be able to produce better product quality and be better in quality management so that it will increase sales and of course improve the welfare of business residents of RW 8 South Meruya.

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