

APPLICATION OF COUNSELING GUIDANCE METHOD FOR UMKM GRABAH AND CERAMIC ENTREPRENEURS IN PAGERJURANG MELIKAN BAYAT WEDI KLATEN

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Abstract.

Pagerjuran, Melikan Village is an area of UMKM pottery and ceramic craftsmen that is growing rapidly. The growth of UMKM is the foundation of the village economy. However, the growth of digital technology has become an obstacle to the journey of UMKM in Melikan Village. The unpreparedness of entrepreneurs in running a modern business causes entrepreneurs to have ongoing mental burdens that have an impact on declining performance and sales turnover. Heavy mental burdens require handling from counselors to help unravel problems and provide motivation in making entrepreneurs aware of their responsibilities and perspectives to maintain enthusiasm in carrying out their responsibilities in running UMKM. In an effort to provide assistance, counselors apply the humanistic counseling assistance method with a behavioral Client-Centered approach as an effort to build a relationship of mutual trust between the team of lecturers as counselors and entrepreneurs so that openness is established in unraveling the conflicts being faced. In an effort to divert problems and provide assistance, counselors also apply Gestalt therapy to help clients realize that as entrepreneurs they must be responsible for what happens to them. With Gestalt therapy, counselors help entrepreneurs decide to choose an attitude to change their life situation or leave it unchanged. The purpose of the study was to determine the results of the application of the counseling assistance method for UMKM pottery and ceramic craftsmen in Pagerjuran, Melikan, Wedi, Klaten. This study uses a qualitative descriptive method with an observation approach and individual interviews. The results of data processing state that there is a positive change in attitude from pottery and ceramic entrepreneurs in trying to revive UMKM which initially experienced a decline in performance and sales turnover, changing to have high work enthusiasm so that production increases and sales turnover reaches the target

Keywords: Turnover, UMKM, behavioral Client-Centered, Gestalt Therapy, Performance, Sales,

INTRODUCTION

In the era of globalization, society needs encouragement to grow and develop independence in accelerating the economic sector. MSMEs, which are considered the main foundation of the economic sector, are expected to be able to answer the problems of difficult economic conditions currently being faced by society. MSME actors who have an independent spirit in seeking sources of income based on regional potential and have self-awareness of their own potential as a basis for building performance in carrying out MSMEs are very much needed. With a spirit of

independence, MSMEs function as an engine of economic growth that is able to increase the country's foreign exchange, encourage more equitable economic growth, open up employment opportunities, support community needs and spur the economy in critical times. MSMEs affect the acquisition of gross domestic product and the provision of employment. The government through the Ministry of Cooperatives and SMEs has begun to promote the MSME digitalization program, because it is believed that digital transformation is an important key to the progress of MSMEs. The success of an entrepreneur in assessing a business opportunity depends on a series of complex key factors, namely (1) entrepreneurial characteristics, including personal reasons for starting; (2) the environment around the business, such as risk, market size, availability of resources; and (3) the nature of the business itself, such as business scale, growth potential and performance. Some principles that entrepreneurs must adhere to include: 1. Dare to start. 2. Dare to take risks. 3. Full of calculation. 4. Have a clear plan. 5. Not easily satisfied and discouraged. 6. Optimistic and full of confidence. 7. Having responsibility. 8. Having ethics and morals (Moh. Alifuddin and Mashur Raza, 2015). A person is said to have an entrepreneurial spirit if they are observant in seeing opportunities, never give up, are creative and innovative, and dare to take risks. These characteristics are what drive the progress of a business. Entrepreneurs are people who have the courage to take risks to open a business on various occasions. Having the courage to take risks means having an independent mentality and daring to start a business, without being filled with fear or anxiety, even in uncertain conditions (Kasmir, 2011). These entrepreneurial activities can be carried out alone or in groups. An entrepreneur's mind is always filled with efforts to find, utilize, and create business opportunities that can provide benefits. Losses are a common entrepreneurial thing because they hold the principle that there is always a loss factor. The ability to break through the economic system is a characteristic of an entrepreneur. This is done by introducing new goods and services, creating new forms of organization, or processing new raw materials. However, this can be done if people have entrepreneurial intelligence, namely a person's ability to recognize and manage themselves and various opportunities and resources around them creatively to create added value for themselves sustainably. Because, being an entrepreneur is not only building a business, but also changing the mindset and behavior patterns that produce creativity and innovation (Suryana & Bayu, 2010).

METODE PENELITIAN

The appropriate research method for the article entitled "Application of Counseling Guidance Method for UMKM Grabah and Ceramic Entrepreneurs in Pagerjuran Melikan Bayat Wedi Klaten" can use a descriptive qualitative research approach that focuses on the application of counseling guidance methods in developing skills and businesses of UMKM in the field of pottery and ceramic crafts. The following are details of the methods that can be used:

1. **Research Approach**

Qualitative Descriptive: This approach aims to describe and analyze the application of counseling guidance methods, with a focus on how these methods affect the development of small businesses in the field of pottery and ceramics.

2. **Research Location**

The research was conducted in Pagerjurang Melikan Bayat Wedi Klaten, which is the location of the UMKM that is the focus of this study.

3. **Research Subjects**

The subjects of the research are UMKM entrepreneurs in the field of pottery and ceramic crafts. They will be the target of the application of the counseling guidance method.

The number of respondents can be determined by the purposive sampling method, namely selecting the most relevant entrepreneurs and having the potential to provide in-depth data.

4. **Data Collection Techniques**

In-depth interviews: Used to explore the experiences, views, and acceptance of entrepreneurs towards the counseling guidance methods applied.

Participatory observation: Researchers participate in the training or guidance process carried out, in order to see directly how the method is applied.

Documentation: Collecting related documents, such as financial reports, training records, and guidance materials used during the guidance process.

5. **Research Instruments**

The main instrument is the researcher himself who acts as a data collector through interviews, observations, and documentation.

Interview guidelines: A list of structured questions prepared to guide interviews with MSME entrepreneurs.

6. **Data Analysis Techniques**

Qualitative data analysis was carried out using the Miles and Huberman interactive model, namely through the following stages:

Data Reduction: Collecting and simplifying data obtained from interviews and observations.

Data Presentation: Presenting data in the form of a narrative that describes the application of the counseling guidance method.

Conclusion Drawing and Verification: Conclude the effectiveness of the counseling guidance method on the development of MSME businesses and verifying by connecting existing data.

7. Validity and Reliability

Triangulation method: Using more than one data collection technique (interview, observation, and documentation) to increase data validity.

Member check: Involving respondents to verify the results of interviews or observations to ensure data accuracy.

8. Expected Results

In-depth understanding of the application of counseling guidance methods in improving management, marketing, and productivity capabilities of ceramic and ceramic craft entrepreneurs.

Evaluation of the impact of counseling guidance methods on business growth and MSME competitiveness in the market.

RESEARCH RESULTS AND DISCUSSION

High demands on performance in the MSME sector have an impact on the mental fatigue of entrepreneurs. Plus the emergence of tough MSME competitors adds to the problems in the business sector. The unpreparedness of entrepreneurs in facing the transition from manual to digital makes entrepreneurs experience obstacles in adapting to the current development of MSMEs. and it is possible that Bayer will leave it so that sales turnover will decrease. To face these demands, a strong mentality and a positive perspective on changing conditions are needed for entrepreneurs in running MSMEs.

A heavy mental burden has an impact on decreasing work motivation, this condition requires assistance through counseling. Dewa Ketut Sujardi (Heni, Abdillah 2019:6) provides a definition of counseling, namely assistance provided to clients (counselees) in solving problems in a phase-to-phase manner, in a way that is appropriate to the circumstances of the client (counselee) faced to achieve well-being. With counseling, entrepreneurs get facilities for handling personal and interpersonal functions in running MSMEs. And it is expected to have a big impact on the lives of individual entrepreneurs and MSME communities in running their businesses with even higher restored motivation. According to Frederick Herzberg, the relationship between individuals and work is a basic relationship and that a person's attitude towards work can greatly determine the success or failure of individuals in running their businesses (Danang, Wagiman, 2021:35). Seeing the problems faced by entrepreneurs, the counselor team applies the following counseling methods: the first is the application of humanistic counseling with a behavioral approach. This approach focuses on the natural tendency towards growth and self-actualization. Through this approach, entrepreneurs are led to a renewal of thinking and restoring feelings so that they are motivated to solve their own problems. The second application uses Gestalt therapy. According

to Jeantte (2005:43) Gestalt Therapy emphasizes the "what" and "how" of present experiences to help clients accept their differences. The important concepts are holism, the process of forming figures, awareness, unfinished business and rejection, contact and energy. The application of the Counseling method begins with the presence of counselors directly at the stalls of entrepreneurs to see up close and establish emotional closeness with entrepreneurs. The accompanying counselor with a strategy of greeting entrepreneurs when they come to invite them to chat about entrepreneurship about light things wrapped in jokes that can create a pleasant situation for entrepreneurs. The application of humanistic Counseling with a behavioral approach by means of Client Centered Therapy can be very well received by entrepreneurs which results in a relationship of mutual acceptance and trust as evidenced by the attitude of entrepreneurs in accepting the presence of counselors in a friendly and happy manner and reinforced by the open attitude of entrepreneurs freely without being forced to be invited to dialogue and explain the mental burdens of entrepreneurs in running MSMEs. The Counselor's attitude is open, patient and serious, attentive, listening, accepting every explanation that is heard and seen directly the condition of MSMEs managed by entrepreneurs forms a strong impatience to develop counseling assistance in helping entrepreneurs in reflecting on themselves. With psychological support, it helps entrepreneurs to have a positive perception of the development of MSMEs that require courage in management. Through counselor dialogue, entrepreneurs build their experience of what has been achieved to form a positive perception of technological developments and competition in the business world.

Through the application of humanistic counseling with a behavioral Client-Centered approach, a relationship of mutual trust is built between the team of lecturers as counselors and entrepreneurs so that openness is established in unraveling the conflicts being faced. This is applied as an approach strategy in opening closer relationships with the aim of fostering mutual trust. The closeness that is established can motivate entrepreneurs to open themselves up in explaining every problem that burdens them. Through a humanistic approach with behaviorism, a counseling process is formed that can provide stimulus to entrepreneurs to relax and be able to tell their complaints and problems faced. As a form of mutual trust in the conversation, there is openness to unravel the burden of entrepreneurs in implementing their MSMEs. The development of conversations helps counselors carry out counseling actions. so that an exploration of entrepreneurs' feelings related to unstable emotions due to high workloads with abilities and sar

Conclusion

Based on the results of the study entitled "Application of Counseling Guidance Method for UMKM Grabah and Ceramic Entrepreneurs in Pagerjurang Melikan Bayat Wedi Klaten", it can be concluded that:

1. The application of the counseling guidance method effectively helps UMKM entrepreneurs in the field of grabah and ceramics to develop their management and marketing skills. Counseling guidance provides new insights related to business management strategies, including financial management, production, and product innovation.
2. Personal and group counseling play an important role in increasing the motivation and self-confidence of entrepreneurs. This has a positive impact on their enthusiasm in facing market challenges and increasing the competitiveness of their businesses.
3. The counseling guidance method has succeeded in encouraging innovation in product development, especially through improving technical skills and the use of modern technology in the production process. This has been proven to improve the quality of grabah and ceramic craft products, which ultimately increases their selling value in the market.
4. Increased collaboration and networking: UMKM entrepreneurs involved in the counseling guidance program get the opportunity to expand their business networks, both with fellow entrepreneurs and with external parties, such as local governments and private institutions. This collaboration opens up new marketing opportunities and access to raw materials and advanced training.
5. Although the guidance and counseling method has generally succeeded in improving the capabilities of MSME entrepreneurs, there are challenges in terms of program sustainability. Entrepreneurs still need long-term assistance to ensure that the positive changes that have been achieved can be maintained.

Suggestions

Development of a Sustainable Guidance Program: Efforts are needed to develop a more sustainable guidance program. Local governments or related agencies can design follow-up programs that focus on long-term assistance to help MSME entrepreneurs maintain the positive results of counseling.

1. **Strengthening Technical and Technological Skills:** Further technical training on the use of more efficient production technology and digital marketing techniques needs to be held periodically. This will help MSME entrepreneurs continue to innovate and improve the quality of their products.
2. **Product and Market Diversification:** Entrepreneurs are advised to continue exploring opportunities for diversification of ceramic and ceramic craft products, including entering

wider markets both nationally and internationally. For this, assistance is needed in managing digital marketing and developing a strong brand.

3. **Collaboration with Educational Institutions and Industry:** It is recommended that MSMEs collaborate with relevant educational institutions and industries to continue to develop product innovation and expand business networks. This collaboration can be in the form of training, internships, or research collaborations that support business development.

Increasing Access to Capital: The government or financial institutions can consider providing easier and more affordable access to capital for MSME entrepreneurs in this sector. Sufficient capital can be used to increase production capacity and product quality.

With these conclusions and suggestions, it is hoped that MSME entrepreneurs in the grabah and ceramics sector in Pagerjurang Melikan Bayat Wedi Klaten can continue to develop and be highly competitive in the market.

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