



STRATEGIES TO INCREASE THE PRODUCTIVITY OF MSME EMPLOYEES BAKPIA ENY 523: A CASE STUDY OF WORK PRODUCTIVITY COUNSELING

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Info Article	Abstract: <i>Counseling to increase productivity in MSMEs Bakpia Eny 523 Yogyakarta aims to increase understanding of the concept of work productivity, time management skills, and employee work motivation. Through training, it is hoped that employees can understand the importance of efficiency in the production process and good time management. The evaluation was carried out using a questionnaire based on the Likert scale to measure the level of understanding and intention of change in increasing productivity. The results show that an understanding of productivity, clear time management, and appreciation of employee contributions play an important role in increasing motivation and commitment to positive changes in the way of working. Most of the respondents felt motivated and committed to implementing more efficient work methods after participating in this counseling, focusing on improving product quality and optimal use of resources.</i>
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	Abstrak: Penyuluhan untuk meningkatkan produktivitas di UMKM Bakpia Eny 523 Yogyakarta bertujuan untuk meningkatkan pemahaman tentang konsep produktivitas kerja, keterampilan manajemen waktu, dan motivasi kerja karyawan. Melalui pelatihan, diharapkan karyawan dapat memahami pentingnya efisiensi dalam proses produksi dan manajemen waktu yang baik. Evaluasi dilakukan dengan menggunakan kuesioner berbasis skala Likert untuk mengukur tingkat pemahaman dan niat perubahan dalam peningkatan produktivitas. Hasil penelitian menunjukkan bahwa pemahaman tentang produktivitas, manajemen waktu yang jelas, dan penghargaan terhadap kontribusi karyawan berperan penting dalam meningkatkan motivasi dan komitmen untuk perubahan positif dalam cara kerja. Sebagian besar responden merasa termotivasi dan berkomitmen untuk menerapkan metode kerja yang lebih efisien setelah mengikuti penyuluhan ini, dengan fokus pada peningkatan kualitas produk dan penggunaan sumber daya yang optimal.

PENDAHULUAN

Investment is an important part of life (A'yun et al., 2022). The tourism sector has great potential to be developed as one of the main sources of regional revenue. Efforts to increase local revenue can be realized through the development and utilization of existing resources and tourism potential. One of the supporting elements that can be developed is the Micro, Small, and Medium Enterprises (MSMEs) sector, which plays a role in encouraging regional economic growth. Bakpia Eny 523 Yogyakarta MSMEs are one of the business units that have great potential to be developed, with a significant contribution to labor absorption and increasing the income of the local community. (Hastuti, et al, 2024) capability grows along with technological developments, requiring institutional and ideological adjustments. (Jannatunnisa & Khoirudin, 2024) E-money as an alternative payment has excellent potential in efforts to increase the level of financial inclusion. (Rastiati & Khoirudin, 2024) High economic growth has a significant impact on various aspects within an economy. (Selvia et al, 2024) This financing provides much needed capital for companies that operate. (Kokop et al, Khoirudin, 2024) Good and stable economic growth cannot be separated from the role of domestic parties and external parties.

Optimal employee productivity is a crucial factor in encouraging the success of MSMEs, including Bakpia Eny 523 Yogyakarta, in contributing to regional economic growth. One of the effective measures that can be implemented is planned and continuous training, which is able to improve the technical skills of employees in the production process, thereby reducing errors and increasing output significantly (Fauziah et al., 2020). In addition, the preparation of clear Standard Operating Procedures (SOPs) helps employees understand structured workflows, avoid repeated errors, and ensure efficiency in every stage of production (Pratama & Wijaya, 2023). Efforts to increase productivity and efficiency, such as the use of production aids that facilitate the work process or more optimal workspace arrangements, can help speed up the production process and reduce resource waste (Rahmawati et al., 2021). On the other hand, effective time management through planned production scheduling techniques can reduce wasted work time, so employees can focus more on core activities that have a direct impact on production results. By implementing these strategies in an integrated manner, Bakpia Eny 523 MSMEs are expected to be able to increase labor productivity which has a direct impact on increasing production capacity and local economic growth.

METHOD

To increase employee productivity at MSMEs Bakpia Eny 523 Yogyakarta, one of the methods that can be applied is to increase employee motivation through structured counseling and focus on developing self-motivation. The counseling aims to provide employees with an understanding of the importance of their contribution to business success, as well as how motivation can have a direct effect on their work results. In this case, high motivation can increase morale, improve product quality, and achieve better production targets. The counseling carried out should include several aspects, including giving awards and recognition for employee achievements, which can be done by providing incentives or direct appreciation for good work results. This award, according to Deci and Ryan (2020), can increase the intrinsic motivation of employees to work harder. In addition, counseling can also be done by providing an understanding of the importance of open communication between managers and employees, which supports mutual respect and strengthens a sense of responsibility for product quality and quantity.

Employees who feel valued and actively involved in the decision-making process will feel like they own the business, which in turn will encourage them to work more productively. Emphasized that an inclusive and collaborative work environment can increase a sense of belonging, which in turn strengthens employees' commitment and motivation at work. Effective counseling can create an environment that supports this collaboration, so that employees are more motivated to work better and produce quality products. Thus, counseling focused on increasing motivation and a sense of belonging can be the key in encouraging employee productivity, which has an impact on improving the overall performance of the bakpia business.





Figure 2.1 The atmosphere of Bakpia Eny's production

Figure 1 shows the production atmosphere at Bakpia Eny 523 Yogyakarta MSMEs, where employees work enthusiastically in the bakpia making process. This production activity is an important part of efforts to increase employee work productivity. Through the counseling carried out, it is hoped that the participants can better understand the concept of work productivity and apply it in daily production activities, which can ultimately encourage the improvement of the quality and quantity of bakpia products produced.

Objectives of Counseling:

1. Increase participants' understanding of the concept of work productivity.

Material 1 aims to improve the basic understanding of employee productivity. A good understanding of the concept of work productivity is essential in improving individual and organizational performance. Productivity is defined as the relationship between the output produced and the resources used in the process. This concept reflects effectiveness and efficiency in achieving maximum results with minimal use of resources. Factors that affect productivity include employee skills, motivation levels, availability of adequate equipment, and supportive work environment conditions (Fauziah et al., 2020). A comprehensive understanding of productivity can encourage individuals to evaluate how they work and identify areas that need improvement. To measure participants' understanding and their intentions in increasing productivity, evaluations can be conducted through methods such as pre-test and post-test, group discussions, as well as case studies relevant to their

work environment. In addition, the indicator of changed intention can be seen from the active participation of participants in developing personal performance improvement plans and their willingness to try more efficient work techniques after training. With a structured approach and measurable evaluation, it is hoped that participants will not only understand the basic concepts of productivity, but also have the awareness to apply them in daily work activities.

The measuring tool used to measure goal 1 is to increase employees' understanding of the concept of productivity which is measured by 5 skala likert questions. This questionnaire is designed to evaluate the level of motivation and actions of employees in increasing work productivity through five statements measured using the Likert 5 scale. The first statement measures the motivation of employees to improve the quality of work results after understanding the concept of productivity, which reflects awareness of the importance of improving performance based on conceptual understanding. The second statement focuses on employees' desire to implement more efficient work methods in their daily activities, which is an indicator of their intention to adopt a more productive work pattern. The third statement measures employees' belief that skill improvement and good time management can have a positive impact on work productivity, indicating the perception of the influence of personal ability on work performance. The fourth statement evaluates employees' drive to use existing resources optimally after understanding the factors that affect productivity, which reflects an awareness of the importance of efficiency in the utilization of available assets. The last statement measures employees' commitment to making positive changes in work patterns to achieve better results, which assesses an individual's readiness to take real action to increase productivity. Each statement is measured by five levels of response, namely *Strongly Disagree*, *Disagree*, *Neutral*, *Agree*, and *Strongly Agree*, allowing for the collection of data that can comprehensively reflect the employee's level of motivation and readiness.

2. Improve understanding of the importance of skills in time management and production processes.

Increased understanding of the importance of skills in time management and production processes is essential to achieving greater efficiency and productivity in the workplace. One way to improve these skills is to divide the work process into clear stages. A structured division of tasks will make it easier for employees to

understand each step that needs to be taken, reduce confusion, and reduce the possibility of errors that can occur. In addition, the use of a daily checklist can be a very effective tool to monitor production results. By recording and checking each stage of work, employees can ensure that each step has been completed properly, thus preventing any omissions or delays. This checklist also provides a clearer picture of whether or not production targets have been met, as well as helps in the evaluation of daily performance. Overall, effective time management, which involves the division of work into clear stages and the use of tools such as checklists, will go a long way in improving the productivity and efficiency of the production process. Therefore, the application of good time management skills and production processes will have a positive impact on more optimal work results.

Here are four question items on a Likert 5 scale designed to measure understanding of the importance of skills in time management and production processes. The first question assessed whether respondents felt more productive after dividing work into clear stages, while the second question measured the extent to which the use of daily checklists helped respondents become more organized and monitor production results. The third question explores the ease of respondents in completing work when the work process is divided into clear steps. Finally, the fourth question examines whether good time management, such as the use of checklists, can motivate respondents to complete tasks more efficiently. All of these questions are designed to illustrate the extent to which time management skills contribute to productivity and efficiency in the production process.

3. Increase motivation and a sense of belonging to the business.

To increase work motivation and a sense of belonging to the bakpia business, a number of strategic steps can be applied on the basis of relevant motivational theories. First, the provision of rewards and incentives, such as monthly awards or incentives for workers who meet production targets, can motivate workers to improve their performance. According to Herzberg's theory of motivation, these rewards function as motivating factors that bring job satisfaction and reduce dissatisfaction. Furthermore, involving workers in production-related decision-making and explaining the important role of each individual in the success of the business will strengthen their sense of ownership of the business. Kahn (2020) engagement theory suggests that workers involved in the decision-making process feel more responsible and have a stronger attachment to their work. Empowering

workers through additional training, such as packaging techniques or product innovation, as well as providing opportunities for promotion, also supports their intrinsic motivation. In addition, creating a positive work environment through togetherness and open communication activities, in accordance with Maslow's needs theory, will increase workers' social needs and rewards, which ultimately increases their motivation and sense of belonging to the business. All of these steps, supported by various management theories and motivations, will create a more productive work atmosphere and increase workers' commitment to the bakpia business.

The questionnaire was prepared to measure the extent to which a sense of belonging to the bakpia business can encourage changes in employee work productivity. One of the indicators measured is the level of motivation of employees in increasing their productivity after knowing that their contribution has an important role in the success of the bakpia business. Questions related to belonging are expected to reveal how the employee's relationship with the business affects their morale in achieving the production targets that have been set. In addition, employees who feel that they have a bakpia business will feel more responsible for the quality of the products produced, because they feel that they are an inseparable part of the business. Rewarding employee contributions is also measured to see how this can improve their morale and productivity. Finally, this questionnaire measures the extent to which a sense of appreciation and recognition can motivate employees to make more efforts to improve production efficiency, which in turn has the potential to increase bakpia production yields. All of these questions are designed to understand the influence of a sense of belonging on changes in employee productivity behavior in the context of bakpia business.

RESULTS AND DISCUSSION

The questionnaire was distributed after participants took part in a series of counseling and deepening materials. The participants involved amounted to 23 people, and after filling out the questionnaire, a selection was carried out so that only 18 questionnaires were suitable for processing. Table 1 presents the results of the study that illustrates the influence of a sense of belonging on employee motivation and productivity in the bakpia business. This table shows respondents' perceptions of various aspects related to belonging and their impact on their performance.

Table 3.1 The Effect of Understanding the Concept of Productivity on Employee Motivation and Change Intention

No	Question	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I feel motivated to improve the quality of work after understanding the concept of productivity	0	0	0	7	11
2	I have a desire to apply more efficient work methods in my daily activities.	0	0	0	2	16
3	I believe that by improving my skills and managing my time well, my work productivity will increase.	0	0	1	5	12
4	I feel compelled to use my resources more optimally after understanding the factors that affect productivity.	0	0	3	7	8
5	I am committed to making positive changes in the way I work to achieve better results.	0	0		4	14

Source: Primary Data processed by 2024

The results from Table 1 show that most of the respondents feel motivated to improve the quality of their work after understanding the concept of productivity. In the first question, which measures motivation to improve the quality of work after understanding the concept of productivity, 11 respondents (73.33%) stated "Strongly agree," and 7 respondents (26.67%) chose "Agree." This shows that understanding the concept of productivity successfully encourages their motivation to improve the quality of work. In the second question, which focused on the desire to implement more efficient work methods in daily activities, as many as 16 respondents (88.89%) chose "Strongly agree," indicating that an understanding of efficiency encourages them to implement more efficient work methods. In the third question, which measures the belief that skill improvement and time management can increase productivity, 12 respondents (66.67%) chose "Strongly agree," and 5 respondents (27.78%) chose "Agree," indicating that most respondents believe that skill development and time management will increase productivity. In the fourth question, which measures the urge

to use resources more optimally, 8 respondents (44.44%) voted "Strongly agree," and 7 respondents (38.89%) voted "Agree," indicating that despite the level of neutrality in some respondents, awareness of more efficient resource management has begun to emerge. In the last question regarding the commitment to make positive changes in the way they work, 14 respondents (77.78%) chose "Strongly agree," indicating that most respondents are committed to making positive changes in the way they work to achieve better results. Overall, these results show that an understanding of work productivity increases participants' motivation and commitment to make positive changes in their way of working, although some aspects such as resource use still require further attention.

Table 3.2 presents the results of the analysis of the influence of other factors on employee productivity in the bakpia business. These results provide a deeper picture of the aspects that also affect employee performance, in addition to a sense of belonging, which also plays an important role in achieving the desired productivity goals.

Table 3.2 Effect of Division of Work and Time Management on Employee Productivity

No	Question	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I feel more productive after dividing the work into clear stages.	0	0	2	3	13
2	The use of daily checklists helps me to be more organized and monitor production better.	0	1	7	4	7
3	I find it easier to get the job done when the work process is divided into clear steps.	0	0	3	7	8
4	Good time management, such as using checklists, motivates me to complete tasks more efficiently.	0	2	2	6	10

Source: Primary Data processed by 2024

Based on the results from Table 2, the majority of respondents felt that the division of work into clear stages and the use of tools such as checklists could increase their productivity and work efficiency. In the first question regarding the division of work into clear stages, 13 respondents (72.22%) chose "Strongly agree," while 3

respondents (16.67%) chose "Agree," indicating that a clear structure in work can increase productivity. In the second question regarding the use of daily checklists, although 7 respondents (38.89%) chose "Neutral," more than 50% of respondents felt that the use of checklists helped them to be more organized and better monitor production results, which indicates that this method is quite effective even though its application may not be consistent across participants. In the third question that measures the ease of completing work with a clear division of steps, 8 respondents (44.44%) chose "Strongly agree," and 7 respondents (38.89%) chose "Agree," indicating that most participants felt helped by the clear division of work. In the last question about good time management with the use of checklists to improve efficiency, 10 respondents (55.56%) chose "Strongly agree," and 6 respondents (33.33%) chose "Agree," indicating that the use of tools for time management promotes work efficiency. These results show that a clear structure in work and the use of time management tools can help respondents work more organized, increase efficiency, and reduce their confusion in completing tasks.

Table 3.3 outlines the results of the influence of a sense of belonging on employee motivation and productivity in the bakpia business. This data illustrates how employees' perceptions of their contribution to business success play a role in increasing morale, responsibility, and efforts to achieve more efficient production targets

Table 3.3 The Effect of Belonging on Employee Motivation and Productivity in Bakpia Business

No	Question	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I feel more motivated to increase my productivity after knowing that my contribution is very important to the success of the bakpia business.	0	0	0	2	16
2	The sense of belonging to the bakpia business makes me more enthusiastic in achieving the production targets that have been determined.	0	0	1	3	14

3	I feel more responsible for the quality of the bakpia products produced because I feel that I am an important part of this business.	0	0	0	3	15
4	Appreciation for my contribution to bakpia production increases my morale and productivity.	0	0	0	5	13
5	When I feel appreciated and recognized for my contribution, I strive more to improve the production of bakpia more efficiently.	0	0		1	17

Source: Primary Data processed by 2025

The data contained in Table 3.3 shows that the majority of respondents feel more motivated and enthusiastic in increasing their productivity after feeling a sense of belonging to the bakpia business.

1. First question that measures employees' motivation to increase productivity after knowing the importance of their contribution, 16 respondents (80%) chose "Strongly agree," indicating that they feel highly motivated to contribute to the success of the business.
2. Second question, which measures the influence of belonging on the enthusiasm to achieve production targets, 14 respondents (70%) chose "Strongly agree," indicating that ownership plays an important role in increasing their enthusiasm to achieve the target.
3. Third question about the sense of responsibility for product quality, 15 respondents (75%) chose "Strongly agree," indicating that a sense of belonging increases a sense of responsibility for the product produced.
4. Fourth question about rewards for contributions that increase morale and productivity, 13 respondents (65%) said "Strongly agree," while 5 respondents (25%) chose "Agree," indicating that rewards can increase work motivation.

Finally, on the question of rewards that encourage efforts to work more efficiently, 17 respondents (85%) stated "Strongly agree," indicating that recognition of their contributions motivates them to improve work efficiency. Overall, these results

show that a sense of belonging to the bakpia business, appreciation for contribution, and recognition of hard work have a huge role in increasing employee motivation and productivity. Overall, these results show that most respondents feel very motivated and eager to increase their productivity when they feel appreciated and recognized for their contribution to the bakpia business. A high percentage of "Strongly Agree" indicates that a sense of belonging, responsibility, and appreciation play an important role in increasing work productivity.

CONCLUSION

Based on the results of the study, it can be concluded that counseling on work productivity for Bakpia Eny 523 Yogyakarta MSME employees has a positive influence on employee motivation, intention to change, and productivity. The three main objectives of counseling, namely increasing understanding of the concept of productivity, time management skills and production processes, as well as motivation and a sense of belonging to business, are well achieved through face-to-face counseling.

1. Understanding the concept of productivity successfully increases the motivation and desire of participants to improve the quality of work results, use resources optimally, and adopt more efficient work methods.
2. The division of work into clear stages and the use of daily checklists have a positive impact on increasing productivity and work efficiency.
3. The sense of belonging to the bakpia business and the recognition of the participants' contributions encourage an increase in their enthusiasm and commitment to achieve the predetermined production targets.

Overall, the results of the study showed that increased understanding of the concept of productivity and time management skills, as well as the awarding and recognition of participants' contributions, were effective in increasing work motivation and productivity.

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