

## **BEAUTY SALON BUSINESS DEVELOPMENT THROUGH INNOVATION AND DIGITAL MARKETING TO INCREASE FAMILY INCOME AT SALON MITRA LOMBOK TIMUR**

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### **Abstract**

Small and Medium Enterprises (SMEs) play an important role in supporting community economic development; however, many still face challenges related to business management, marketing, human resource management, and financial administration. This community service program aimed to improve the managerial capacity of Salon Mitra SME in Selong, East Lombok through counseling, training, and mentoring activities. A participatory approach was employed, consisting of problem identification, counseling, training, mentoring, and evaluation stages. The materials delivered covered production management, human resource management, marketing strategies, financial management, and entrepreneurship. The results indicated an improvement in participants' understanding of business planning, human resource management, social media-based marketing, simple financial record keeping, and entrepreneurial mindset development. The program also encouraged greater awareness of service innovation and more professional business management practices. Although quantitative measurements of business performance improvement were not conducted, the program contributed positively to strengthening managerial capacity and enhancing the competitiveness of the partner enterprise.

**Keywords:** small and medium enterprises, business management, entrepreneurship, digital marketing, community service.

### **INTRODUCTION**

Small and Medium Enterprises (SMEs) are a sector that plays a significant role in the national economy . SMEs not only play a role in job creation but also support regional economic growth and improve community welfare . In an increasingly competitive business environment driven by advances in information technology , market globalization , and changes in consumer behavior , SMEs are required to possess adequate managerial skills to survive and develop sustainably . ( Law Number 9 of 1995).

Advances in technology and communication have driven increasingly dynamic business environments. Companies and business owners are required to plan, organize, direct, and control all available resources effectively and efficiently to achieve organizational goals. In this context, management is a crucial factor in determining business success because it serves as a tool for optimizing the use of a company's human resources, capital, methods, materials, and technology.(Terry 2006).

Despite their strategic role in economic development, various SMEs still face a number of obstacles that hinder their business growth. Common problems include weak business planning, limited managerial skills, suboptimal human resource management, limited marketing to local markets, and poor financial management and accounting skills. These conditions make it difficult

for many SMEs to increase productivity, expand market share, and maintain business continuity amidst increasingly fierce competition.(Siagian 2008).

One SME facing this situation is Salon Mitra, located in Selong, East Lombok. This micro-enterprise operates in the beauty services sector and employs approximately 15 people. Despite its ability to survive in the competitive business environment, management still faces various challenges, particularly in business planning, resource organization, marketing, and financial management, which are still carried out in a rudimentary manner. This situation highlights the need to improve managerial capacity through structured training and mentoring.

Various studies have shown that implementing good business management significantly improves the performance and sustainability of small businesses. Effective management enables entrepreneurs to optimize their resources, increase operational efficiency, and strengthen their competitiveness in the marketplace.(Gitosudarmo 2000). In addition, the ability to record and report finances well will help business actors make more precise and measurable business decisions.(Soemarso 2004; Sadeli 2006).

Based on these issues, community service activities are needed that focus on improving business management skills through outreach, training, and mentoring. The materials provided cover production management, human resource management, marketing strategies, entrepreneurship, and simple financial management. These activities are expected to enhance the knowledge and skills of business owners in managing their businesses more professionally, thereby increasing productivity, expanding marketing, and strengthening business sustainability.

The goal of this community service activity is to improve the understanding and skills of SMEs in applying business management principles , including business planning, human resource management, marketing strategies, financial management, and strengthening the entrepreneurial spirit. This activity is expected to create more effective and efficient business management, thereby enhancing competitiveness and long-term business sustainability.

## **METHOD**

### **Location and Target of Activities**

Please submit your manuscript by email . The community service activity was carried out at the Mitra Salon small and medium enterprise (SME) located in Selong, East Lombok Regency, West Nusa Tenggara Province. Mitra is a service business operating in the beauty and salon services sector with approximately 15 employees . The target audience includes business owners and employees involved in daily business operations .

Partner selection was based on initial identification results , which indicated that the business still faced various management challenges , including suboptimal business planning , rudimentary human resource management , limited marketing to local markets , and inadequate financial records . These conditions have the potential to hinder business development and reduce competitiveness amidst increasingly fierce business competition .

Identify Partner Problems

The initial phase of the activity involved field observations and discussions with business owners to identify the issues they faced. The identification results revealed several key issues, namely:

1. Knowledge about business management is still limited.
2. Management of production and service processes has not been carried out optimally.
3. Human resource management is still informal.
4. Marketing strategies are still limited to the local environment.
5. Financial management has not been carried out in detail and systematically.

These problems form the basis for developing extension, training and mentoring programs provided to partners.

### Activity Implementation Method

The method used in this community service activity is a participatory approach through outreach, training, and mentoring. This approach was chosen because it allows for knowledge transfer and direct practice that partners can apply in their daily business activities.

#### 1. Counseling

The training provided material on the basic concepts of business management and entrepreneurship. Topics covered included production management, human resource management, marketing strategies, financial management, and the importance of an entrepreneurial spirit in facing business competition.

Through outreach activities, participants gain an understanding of the importance of business planning, organizing resources, operational management, and business control to achieve business effectiveness and efficiency.

#### 2. Training

The training aims to improve participants' practical business management skills. Training materials include:

- a. Management of production and service processes.
- b. Marketing and business promotion strategies.
- c. Human resource management.
- d. Simple financial transaction recording.
- e. Preparation of basic financial reports.

The training is conducted through material explanations, discussions, and direct practice so that participants are able to understand and apply the material provided more effectively.

#### 3. Mentoring

Mentoring is provided on an ongoing basis throughout the program. This activity aims to help partners implement the material they have learned during outreach and training.

Mentoring is focused on:

- a. Improving the quality of service and production.
- b. Development of marketing strategies through social media.
- c. Improved financial recording and reporting capabilities.
- d. Development of product and service innovations according to market needs.

- e. Strengthening motivation and entrepreneurial spirit.

### Stages of Activity Implementation

The implementation of activities is carried out in four main stages as shown in Figure 1.



Figure 1. Stages of Community Service Program Implementation

### Evaluation Techniques

Activity evaluation was conducted descriptively through observation and discussions with partners following the program 's implementation . The evaluation focused on changes in participants ' understanding of business management , marketing skills , human resource management , and simple financial recording and reporting .

The success of the program is demonstrated by the increased understanding of participants regarding the importance of business management, the emergence of broader marketing development efforts through social media, increased awareness in recording business finances, and growing motivation to innovate products and services to increase business competitiveness.

Table 1. Problems , Solutions, and Program Outputs

| Problems                                 | Solutions Provided                 | Exterior                                |
|------------------------------------------|------------------------------------|-----------------------------------------|
| Low management knowledge                 | Business management counseling     | Improved management understanding       |
| Limited marketing                        | Digital marketing training         | Expansion of business promotion         |
| Human resource management is not optimal | Human resource management training | Increased productivity                  |
| Finances are not yet organized           | Financial recording training       | Better financial administration         |
| Lack of business innovation              | Business development assistance    | Product/service innovation ideas emerge |

## RESULTS AND DISCUSSION

### Implementation of Community Service Activities

Community service activities are carried out through outreach, training, and mentoring for the owners and employees of the Mitra Salon SME in Selong, East Lombok. These activities focus on improving business management capacity by strengthening aspects of production management, human resources, marketing, finance, and entrepreneurship.

The implementation of the activity is carried out in a participatory manner by involving all participants in the process of discussion , presentation of material , as well as assistance in the application of the material given . The approach aims for participants not only to acquire knowledge , but also to be able to implement it in their daily business activities .



Figure 2. Outreach activities for business partners

The outreach activity is the initial stage to increase participants' understanding of the importance of planned business management that is oriented towards business sustainability.



Figure 3. Business facilities and equipment used by partners

Figure 3 shows the condition of business facilities which are a supporting factor in improving the quality of service to consumers.





Figure 4. Results of partner business services and products

Figure 4 shows that partners already possess sufficient technical capabilities to provide customer service. However, managerial aspects still require strengthening to ensure optimal business growth.

#### Improving Understanding of Production Management

The results of the activity demonstrated an increased understanding among participants regarding the importance of production management in supporting business success. Prior to the activity, production and service processes were largely based on experience without systematic planning. After receiving training and mentoring, participants began to understand the importance of selecting quality materials, using appropriate equipment, managing the workforce, and the importance of product and service innovation.

This increase in understanding is in line with the management concept which states that the success of an organization is determined by the ability to plan, organize, direct and control all available resources.(Terry 2006)In the context of small businesses, good production management can improve operational efficiency while producing products and services that meet consumer needs.

Furthermore, participants gained an understanding of the importance of innovation in facing business competition. Innovation extends not only to the products and services offered, but also to the packaging, service delivery methods, and promotional strategies employed. This way, businesses have a greater opportunity to retain customers and attract new ones.

#### Strengthening Human Resource Management

The human resources aspect was a key focus of this community service activity. Discussions revealed that previous workforce management was rudimentary and lacked clear division of tasks. This situation has the potential to reduce work effectiveness and business productivity.

Through outreach and mentoring activities, participants gain an understanding of the importance of human resource management, from recruitment and task allocation to coaching and improving employee competency. Business owners are also encouraged to provide regular training to improve employee skills.

These findings indicate that human resources are a key asset in service businesses, as service quality is significantly influenced by the competence and attitudes of the workforce. Good human resource management will contribute to increased productivity and the quality of service provided to consumers.

#### Marketing Strategy Development

Prior to the program's implementation, partners' marketing activities were limited to customers within the immediate vicinity of their business locations. Promotion relied primarily on word-of-mouth communication, resulting in relatively limited market reach. Through training and mentoring, participants were taught the importance of more aggressive marketing strategies that

adapt to advances in information technology. One strategy introduced was utilizing social media as a means of business promotion.

Marketing through social media provides small businesses with the opportunity to reach a wider audience at a relatively low cost. Furthermore, social media allows businesses to build more intensive communication with customers, thereby increasing customer loyalty.

The results of the activity demonstrated increased participant awareness of the importance of digital promotion and responsive service to customer needs. This is a crucial asset for increasing business competitiveness in the digital era.

### Improving Financial Management Capabilities

Financial management is one of the main challenges encountered by partners. Prior to the initiative, business transaction recording was still simple and not separated from personal finances.

Through training and mentoring, participants are given an understanding of the importance of routinely recording transactions, separating business and personal finances, and preparing simple financial reports. The material provided covers recording cash inflows and outflows, as well as a simple evaluation of business profits. Improving financial management skills is crucial because financial information is the basis for business decision-making. In accordance with the opinion of Sadeli (2006), accounting functions as a process of identifying, measuring, and reporting information used as a basis for decision-making. Meanwhile, Soemarso (2004) explains that financial information is needed to know the economic condition of a business objectively.

With better record keeping, business owners can monitor business developments in a more measurable manner and reduce the risk of errors in financial management.

### Strengthening the Entrepreneurial Spirit

In addition to improving technical and managerial skills, community service activities also focus on strengthening participants' entrepreneurial spirit. Entrepreneurship materials are provided to build motivation, creativity, and courage in facing business challenges. The results of the activity demonstrated that participants began to understand the importance of a never-give-up attitude, the ability to adapt to market changes, and the courage to innovate. This awareness is crucial for entrepreneurs to maintain business continuity amidst increasingly fierce competition. A strong entrepreneurial spirit will encourage entrepreneurs to continuously improve and develop their businesses. This ensures that businesses not only survive but also have the opportunity to grow and improve the well-being of both owners and employees.

### Program Implications for Partner Business Development

Overall, the community service activities had a positive impact on improving partners' business management capacity. This impact was evident in the participants' increased understanding of business management, marketing, financial management, human resource development, and entrepreneurship. Although the results were limited to improving managerial understanding and capacity, these activities were an important first step in encouraging a transformation towards more professional business management. If mentoring is provided sustainably, this capacity

building has the potential to lead to long-term improvements in productivity, service quality, and business competitiveness.

Table 2. Partner Problems Before and After the Program

| Aspect              | Before the Program        | After the Program                                          |
|---------------------|---------------------------|------------------------------------------------------------|
| Business management | Limited knowledge         | Understanding increases                                    |
| HR                  | Simple management         | Understanding the importance of human resource development |
| Marketing           | Local and limited         | Start understanding digital marketing                      |
| Finance             | Not yet organized         | Understanding simple record keeping                        |
| Entrepreneurship    | Motivation is not optimal | Motivation and innovation increase                         |

## CONCLUSION

Based on the results of the implementation of community service activities at the UKM Salon Mitra in Selong, East Lombok, it can be concluded that:

1. Extension, training and mentoring activities have succeeded in increasing partners' understanding of business management, including production management, human resources, marketing, finance and entrepreneurship.
2. better knowledge and skills in managing their business, especially in marketing through social media as well as more structured, simple financial records.
3. The program's advantage lies in the mentoring approach that enables participants to understand and apply the material provided in their daily business activities.
4. The program's limitations are that there is no quantitative measurement of the impact of activities on increasing income, productivity, or the development of partner businesses.
5. Subsequent activities need to be directed at ongoing mentoring, strengthening digital marketing, service innovation, and implementing more professional administrative and financial systems to increase business competitiveness.
6. Further development of activities can be directed at more intensive assistance in the field of digital marketing, strengthening business administration and accounting systems, developing service innovations, and evaluation based on business performance indicators so that the impact of the program can be measured more objectively and sustainably.



Overall, this community service activity provides a positive contribution to increasing the capacity of partner business management and is the first step in encouraging the development of more professional, productive, and competitive businesses.

### **Suggestion**

1. Further research or community service activities need to measure the impact of the program quantitatively, such as increased turnover, productivity, and number of customers.
2. Further mentoring can be focused on utilizing digital marketing and technology-based financial management to increase business competitiveness.
3. Further research needs to be conducted over a longer period of time so that the sustainability of the implementation of business management can be evaluated more comprehensively.
4. Further studies can involve more MSME actors from various sectors to obtain broader and more representative results.

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