

MENTAL STRENGTHENING IN ENRICHING SELF READINESS TO SME's FOR THE INDONESIAN COMMUNITY PERMAI IN PENANG MALAYSIA

**Mochamad SOELTON^{1*}, Ali HANAFIAH², Irfan Noviandy AULIA³, Yanto RAMLI⁴, Tine YULIANTINI⁵,
Eko Tama Putra SARATIAN⁶, Yuli HARWANI⁷, Anees Janee ALI⁸, Khozaeni Bin RAHMAD⁹**

^{1,2,3,4,5,6,7} *Universitas Mercu Buana, Jakarta, INDONESIA*

⁸ *Universiti Sains Malaysia, MALAYSIA*

⁹ *Permai NGO - Penang Island, MALAYSIA*

^{*}soelton@mercubuana.ac.id

ABSTRACT

The records of the Data and Information Center of the Indonesian Migrant Workers Protection Agency (BP2MI) in this study specifically taking those in Malaysia, the number of distribution and placement in Malaysia is the 3rd (three) highest of the top ten countries of placement for Indonesian Migrant Workers (PMI) with a total of 43,163 Migrant Workers and a percentage of 21.5%. The aim of this community service is to empower informal workers and learning sector facilitators by strengthening the individual potential of the Indonesian Community Association (PERMAI) Pulau Pinang with a differentiated learning approach that favors the informal sector workers themselves, as well as an effort to adapt the adjustment process to the work community which exists. In Malaysia, adjustment includes interest, strengthening one's potential, and individual readiness to achieve increased productivity results. The solution is to strengthen individuals and/or facilitators in differentiated learning with a learning pattern approach that focuses on increasing productivity levels, through several stages. Stage 1: Map and collect data on initial partner conditions; Stage 2, Socialization through discussions with partners regarding implementation preparations, implementation time, members involved and service topics at Partners; Stage 3: Training and empowerment of differentiated learning and learning pattern approaches that focus on increasing productivity levels; Stage 4: Assistance in implementing learning approaches to learning patterns that favor increasing productivity levels; Stage 5: monitor and evaluate all partner activities; Stage 6: Follow-up on program implementation.

Keywords: Mental Personality, SME'S, Indonesia Migrant Care, Permai Penang Malaysia.

1. INTRODUCTION

In the period before Indonesian independence, the migration of Indonesian workers (TKI) abroad was carried out by the Dutch East Indies government through the placement of contract workers in the country of Suriname, South America, which was also a Dutch colony. Since 1890 the Dutch government began sending large numbers of contract coolies from Java and even Madurese, Sundanese and Batak to work on plantations in Suriname. The aim was to replace the duties of African slaves who had been freed on July 1, 1863 as a form of implementation of the policy of abolition of slavery so that these slaves changed professions and were free to choose the work field they desired. The impact of the agreement on slaves left plantations in Suriname abandoned and resulted in Suriname's economy depending on plantation yields which fell drastically. The basis for the Dutch government choosing migrant workers from Java was the low economic level of the native (Javanese) population due to the eruption of Mount Merapi and the dense population on the island of Java. The first wave of migrant workers sent by the Dutch departed from Batavia (Jakarta) on 21 May 1890 on the SS Koningin Emma. This long-distance voyage stopped in the Netherlands and arrived in Suriname on August 9 1890. The number of migrant workers in the first batch was 94 people, consisting of 61 adult men, 31 women and 2 children. The activity of sending migrant workers to Suriname, which was carried out from 1890 to 1939, reached 32,986 people, using 77 ships. BNP2TKI was born. In 2004 Law Number 39 of 2004 concerning the Placement and Protection of Indonesian Workers Abroad, which in article 94 paragraphs (1) and (2) mandated the formation of the National Agency for the Placement and Protection of Indonesian Workers (BNP2TKI). This was followed by the issuance of Presidential Regulation (Perpres) Number 81 of 2006 concerning the Establishment of BNP2TKI, whose operational structure involves elements of central government agencies related to TKI services, including the Ministry of Foreign Affairs, Ministry of Transportation, Ministry of Transportation and Ministry of Foreign Affairs. Labor and Transmigration, Police, Ministry of Social Affairs, Ministry of National Education, Ministry of Health, Immigration (Kemenhukam).), Secretary of State, and others. In 2006 the government began implementing a TKI placement program in South Korea (G to G) or between governments through the Directorate of Placement and Protection of Overseas Workers (PPTKLN) under the Directorate General of PPTKLN of the Ministry of Manpower and Transmigration. In 2007, Moh Jumhur Hidayat was appointed Head of BNP2TKI through Presidential Decree Number 02 of 2007, whose authority is under and responsible to the president. Not long after the Presidential Decree was ratified, which was followed by the inauguration of Moh Jumhur Hidayat as Head of BNP2TKI, Head of BNP2TKI Regulation No. 01 of 2007 concerning the Organizational Structure of BNP2TKI

was issued which includes elements of central government agencies related to TKI. service. The basic regulation is Presidential Instruction (Inpres) No. 6 of 2006 concerning Reform Policy for the Placement and Protection System for Indonesian Workers.

With the presence of BNP2TKI, all matters regarding the placement and protection of TKI become the authority of BNP2TKI which is coordinated by the Minister of Manpower and Transmigration but the responsibility is handed over to the president. With the presence of BNP2TKI, the existence of the Directorate General of PPTKLN was automatically dissolved along with the Directorate of PPTKLN because its functions were transferred to BNP2TKI. The G to G TKI placement program to Korea was also continued by BNP2TKI, in fact this program included various BNP2TKI which assisted the Japanese government in placing G to G TKI nurses in 2008, both for hospital nurses and elderly nurses.

BNP2TKI Changed to BP2MI. In 2017, Law Number 18 of 2017 concerning the Protection of Indonesian Migrant Workers was issued and this was followed by Presidential Regulation Number 90 of 2019 concerning the Indonesian Migrant Worker Protection Agency which appointed BNP2TKI to transform into the Indonesian Migrant Worker Protection Agency (BP2MI).) as an institution tasked with implementing policies in the field of service and protection of Indonesian Migrant Workers in an integrated manner. In the new BP2MI era, BP2MI's policy direction has a big theme of PMI protection, namely the eradication of non-procedural PMI distribution syndications. With strategic targets: increasing the protection and welfare of PMI and their families, as well as improving good governance. With the aim of: Realizing the protection of PMI through the placement of skilled and professional PMI to improve the welfare of PMI and their families as national assets, as well as improving organizational governance that is efficient, effective and accountable.

There are several reasons why migrant workers migrate, namely: a. The job opportunities available in Indonesia are very minimal. This is the biggest reason why people choose to become migrant workers abroad. B. Increasing demands on the cost of living. For example, to send children to school, improve family life, and buy other life necessities. C. The salary received when becoming a migrant worker is quite large compared to the salary when working domestically. Let's just say the salary of being a housemaid. Salaries in Indonesia range from 500 thousand to 750 thousand rupiah. Even though abroad they are paid twice as much, maybe even more. D. Invite family members who have become migrant workers first. The family can be a liaison and person who can be trusted to look after other family members who intend to migrate abroad. e. A residential environment where people have been migrant workers for several generations. (<http://id.scribd.com>) The problems of migrant workers abroad never stop. Some of the problems often faced by migrant workers in Malaysia include the large number of illegal immigrants, sexual openness, torture by employers, not getting salaries according to the agreement, and not getting a decent life, some even die. This is due to the government's lack of role in controlling Indonesian workers. Even though the contribution of TKI is very large, their fate has not improved. Most migrant workers are recruited by individuals or brokers who promise jobs with high salaries. The fact is that currently there are still many illegal immigrants. This can trigger problems that will be experienced by migrant workers, because the increasing number of illegal migrant workers working in Malaysia will cause various kinds of problems, including the deportation of illegal migrant workers by the Malaysian government. Apart from that, it will also cause migrant workers to become targets of human trafficking carried out by several individuals. TKI have handed over the largest amount of foreign exchange to the country, but the problem of legal protection for TKI from before leaving, working, until returning to their homeland is that criminal occurs.

Through increasing this understanding and skills, we can help create an environment that supports optimal growth and development for them. As an educational institution, Mercu Buana University organizes service activities for the international community, especially for Indonesian citizens who work in Malaysia on Penang through the Permai NGO, which is one of the applications of the Tridharma of Higher Education activities. Target Partners Permai Pulau Pinang, a non-governmental organization (NGO) that engages in social education and culture, is the target partner of this activity. Partner have worked with Mercu Buana University to improve quality activities, skills, and unique skills for Indonesians working abroad, especially in Malaysia.

It is hoped that with the collaboration of Universitas Mercu Buana and PERMAI, they will be able to synergize and share knowledge in the areas of e-Commerce, fintech, and digital technology, among other special skills that are necessary for establishing socio-cultural cooperation relations between Indonesian and Malaysian people. Expanding is a communication intervention that is organized to cause voluntary behavior changes for the welfare of the community

2. METHOD

The method In overcoming the problems that occur in the partner community as previously explained, the Community Partnership Program offers several approaches to methods that can help solve existing problems, namely by conducting counseling methods and mentoring training for participants. This event was held in an attractive, interesting and communicative manner at the Dewan Perahan Rakyat Kampung Tuk Subuh, Bukit Minyak, Pulau Penang - Malaysia on April 26-28, 2025. The event started at 09.00 to 15.00. The number of participants was more

than 70 people. This shows the high interest of participants in gaining knowledge about the Expansion of Product Innovation Development for MSME Groups. With the delivery of material delivered by the speakers, the participants' sources can understand the material clearly because the material delivered is structured and well-systematic so that it is very easy to understand. With themes including Preparation of Self-Confidence Business for MSMEs; Implementation of Social Media Management to Realize MSME Business Sustainability; Development of Knowledge and Skills for Sustainable Livelihoods; Business Sustainability with a Commitment Approach, and Participation of Members of Indonesian Community Organizations; Knowledge Green Management to Improve Managerial Skills and Performance of SMEs. From the results of the implementation of this training activity, it can be concluded that it has met the expectations and needs of the participants. So that most participants considered this event very good and satisfying.

Community Partnership Program Implementation Activities are divided into three stages, namely the preparation, implementation and monitoring stages. Following are the details of each stage that will be carried out:

Preparation Stage The preparation stage carried out before the activity and conveyed to the partner group is:

- a. Preparation of extension and training work programs
- b. Preparation of outreach programs and training work programs so that the activities carried out are more organized and focused. This program covers all technical, managerial and scheduling matters.
- c. Preparation of training modules
- d. The management module includes ongoing assistance, treatment and counseling techniques.
- e. Preparation of training facilities and infrastructure. These preparations include providing training and counseling facilities and infrastructure.
- f. Field coordination. Field coordination will be carried out by the Team. Socialization of the implementation program to the community is carried out at the activity location, namely in accordance with the area to be agreed upon. This socialization activity will be carried out 2 (two) times so that there is an understanding and common perception regarding the purpose of this implementation activity. The first socialization was informal with officials from Permai.

Implementation Phase

- a. Socialization of mental preparation for entrepreneurship, The second socialization aims to explain in more detail about the goals and benefits of entrepreneurship as well as providing an explanation of the training material (opening a strong mental mindset). This socialization is facilitated by the distribution of training modules. This activity will be attended by the Chairman of Permai NGO (Mr. Eddy Virgo), the migrant association community in Pulau Pinang, the Mercu Buana University Community Service Team, and students taking part in the program.
- b. Business Project Opening Training, This training is a follow-up to the socialization activities that have been carried out. This training uses direct practical methods in the field. Partners who have been given theory in the module then immediately practice entrepreneurship. This activity will be guided by instructors who have been trained to carry out training. It is hoped that this training can be carried out comprehensively and continuously to ensure that the partner communities truly understand and master the training independently and this group is the parent/core group who will then carry out cadre formation in their respective areas..

Evaluation Phase

Monitoring and Evaluation Phase. Monitoring is carried out intensively by the implementation team for each activity to ensure that the implementation of activities can run as planned. Evaluation is carried out in line with monitoring, so that if there are obstacles they will be resolved immediately. Evaluation is carried out at each stage of activities, while the evaluation design contains a description of how and when the evaluation will be carried out, criteria, indicators of goal achievement, and benchmarks used to certify the success of the activities carried out.

3. RESULTS AND DISCUSSION

Results

The community service implementation was carried out on April 26-28 2025 in Dewan Perahan Rakyat Kampung Tuk Subuh, Bukit Minyak, Pulau Penang – Malaysia, with 70 participants consisting of members of the NGO Permai. The activity uses the material exposition method through presentations delivered by resource persons, namely lecturers at Mercu Buana University, Faculty of Economics and Business, Management program. Each resource person explained the material according to their respective fields. For presentation materials provided during the activity, please click the following link:

<https://docs.google.com/presentation/d/1Z1eeBHgCmXKU4XzptmypoNxUNW07m-M/edit#slide=id.p1>

The socialization process continues with active interaction with participants in the form of questions and answers and discussions where this interaction is important for building a focused professional attitude in the community, which can later be used to illustrate the importance of Extension Assistance in business sustainability. The team paid attention to differences in people's education levels and tried to explain them in simple language while trying to create emotional closeness so that the process of delivering the material was conveyed. This condition must be anticipated by providing a kind of counseling with a higher percentage of practice by showing harmonious application during lectures.

The output of this service activity is in the form of videos uploaded on YouTube and online media and will take part in international community service seminars held annually by the ICCD institution and will be inseminated in the form of publications. community service journal with the final result in the form of recording in HAKI. Collaboration with PERMAI was carried out starting from discussions to find the problems faced by MSME entrepreneurs in Pulau Pinang and under the guidance of PEMAI. PERMAI also helps register PkM participants related to the field of Management science. PERMAI also helped prepare the activity location to bring together participants with material presenters from UMB.

PKM activities require funds. Mercu Buana University funds this PKM activity. PERMAI as a partner also contributes funding so that activities can be carried out smoothly.

During the implementation of the community service activity, the execution proceeded smoothly and punctually in accordance with the predetermined schedule. The presenters successfully delivered their presentations, and the participants showed great enthusiasm in following them, resulting in a highly dynamic activity

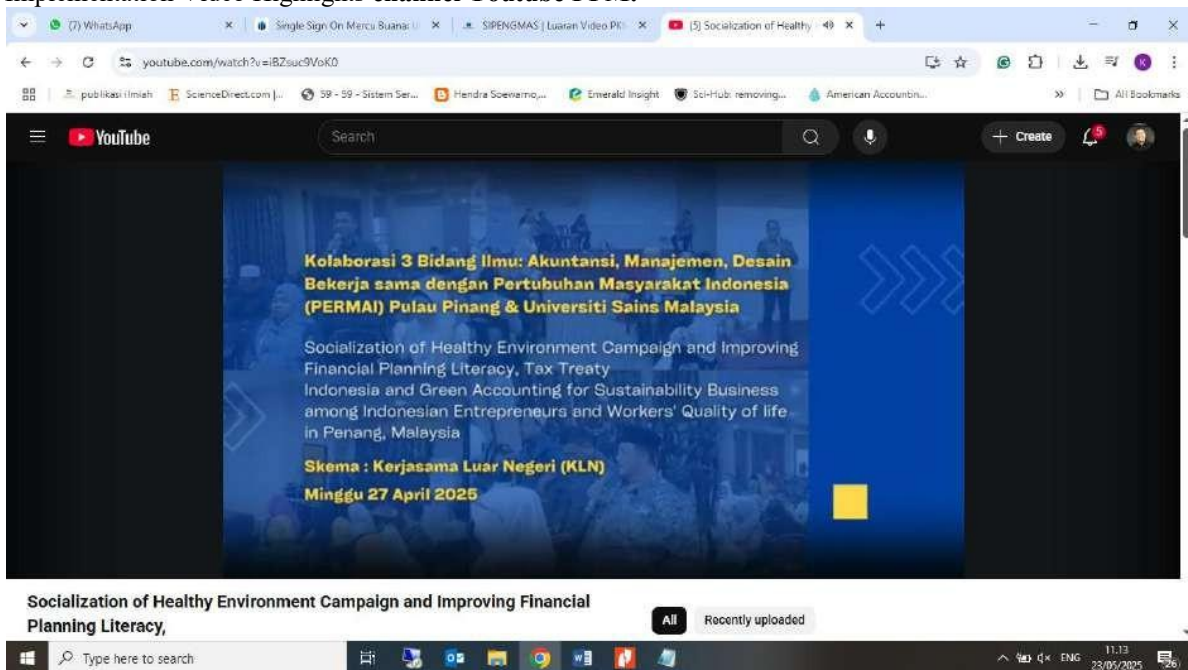
Activities Documentation, 2025



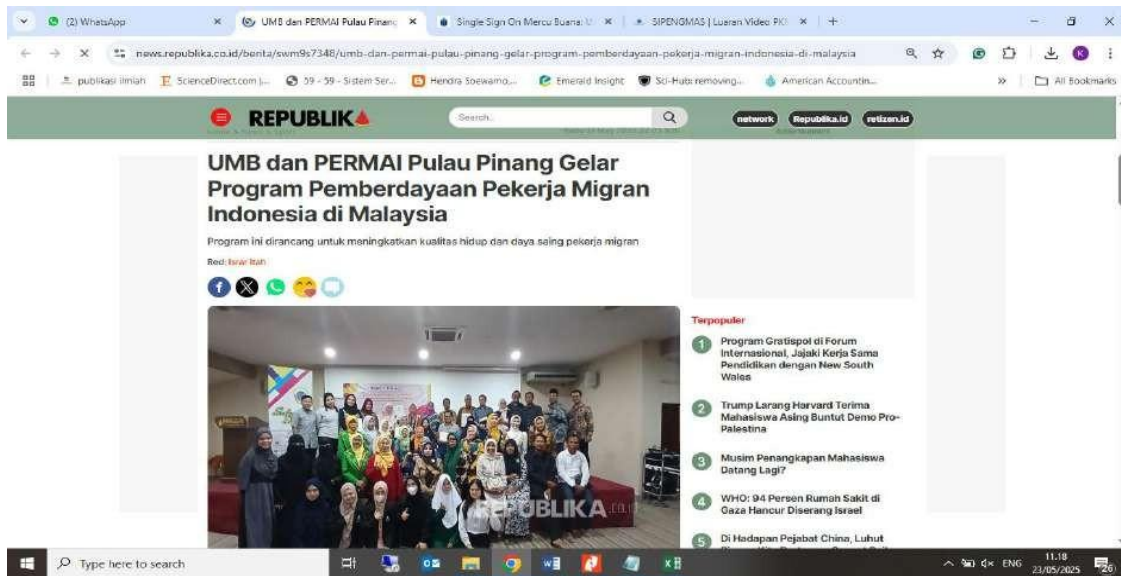


Activities Documentation, 2025

Implementation Video Highlights channel Youtube PPM:



<https://news.republika.co.id/berita/swm9s7348/umb-dan-permai-pulau-pinang-gelar-program-pemberdayaan-pekerja-migran-indonesia-di-malaysia>



LINK 2

<https://mediaindonesia.com/humaniora/774422/universitas-mercu-buana-gelar-program-pemberdayaan-pekerja-migran-indonesia-di-malaysia>



4. CONCLUSION AND RECOMENDATION

Conclusion

The conclusion of this PKM is as follows: Can increase mental strength and resilience which adds value to the participants' skills in MSME entrepreneurial business planning. Can increase community values, especially participants' skills and abilities. Can make a positive contribution to the MSMEs of the Permai NGO community by increasing the mentality, motivation and enthusiasm of MSME actors as well as providing understanding and skills to develop mental strength and mental management of emotions in running a business.

Recommendation

Further training is needed regarding medium-scale MSME entrepreneurial business planning so that it can increase MSME business at NGO Permai in Pulau Pinang Malaysia. Collaboration with private companies or MSMEs that are interested in business planning is needed so that it can become a forum for forming MSMEs.

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