The Role of Communities in the Sustainability of Screen-printing Business in Tegal Regency: Case Study on Tegal Screen Printing Community

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ABSTRACT

This study aims to describe the role of the Tegal T-shirt screen printing community (Tegal Screen Printing) in the t-shirt screen printing business in Tegal and to find out the obstacles faced by screen printing business actors and how to overcome the role of the Tegal T-shirt screen printing community (Tegal Screen Printing*)* in the t-shirt screen printing business in Tegal. This study employs a qualitative case study methodology. The participants included Tegal Screen Printing's founders, community leaders, and community members. Included among the data collection methods are interviews, observations, and documentation. The validity of the data is carried out by triangulating the source and method. Data collection, reduction, display, and conclusion are the data analysis techniques used. The outcomes demonstrated the community's role as a sharing forum, adding insights related to business ethics, such as communication skills, social skills, and networking; adding insights related to business management, such as leadership, problem-solving, and teamwork; and contributing to the quality of the products produced. There are technical production/technical screen-printing obstacles*, e.g., registers* and screen clogged either in the design section or the overall design, the difficulty of raw materials, and communities that need to provide counseling on making financial reports. Several options exist for overcoming these obstacles: The Tegal Screen Printing Community also seeks to assist its members with technical matters and scarcity of raw materials in the form of color errors in screen printing with designs, e.g., registers, and obstacles encountered during the film process of screen printing. Additionally, the Community seeks to offer guidance on preparing financial reports.

Keywords: Business, Community, Screen-Printing Business

1   Introduction

In developing countries, national development is the top priority in the country's activities. In Indonesia, the economic field is considered an essential aspect of national development. Therefore, the large number of human resources that do not enter the work field concludes the need to increase creativity in everyone so as not to depend on working on others. Nevertheless, this mentioned creativity can create business ventures that can open new jobs to accommodate human resources or workers who are still unemployed and help turn the wheels of the economy in Indonesia to life.

Entrepreneurship is one of the driving pillars determining the decline or progress of the economy in a country, especially Indonesia. The nature of entrepreneurship is that a person can be free to work and be independent. When someone desires and is ready for entrepreneurship, it means that person can create jobs, does not need to rely on other people or companies to get a job, and can even open job vacancies for prospective workers [1]. Creating an entrepreneur can be started through entrepreneurship learning taught by universities, but it will be faster if the family, community, and educational institutions also apply entrepreneurship learning.

One example of growth development that has had a significant impact on reviving the wheels of the economy in Indonesia is Micro, Small, and Medium Enterprises (MSMEs). The economy in Indonesia is greatly helped by the significant contribution of Micro, Small, and Medium Enterprises that are developing in Indonesia. Development efforts can rely on the empowerment of Micro, small, and Medium Enterprises. In Indonesia, MSMEs can support and save the national economy. This is mainly majoring the national economy to survive the crisis, and slowly but surely, the economy can recover. As a result, MSMEs can maintain people's purchasing power and drive small and medium-sized economies [2].

One of the micro-enterprises that is rapidly growing in Indonesia is printing or screen printing. Because many circles, such as agencies, companies, schools, campuses, sports teams, and others, need it. Screen printing has become a trend to produce quality products that benefit all circles of society. For example, printing or screen-printing products include clothes, banners, invitations, etc. So, this screen-printing Micro Business produces new jobs in the screen-printing process, and when screen printing is applied to a product, adding value to the product.

Screen printing has become a new trend and is rapidly developing. Currently, screen printing techniques often used for production are manual and digital screen printing, as for other screen-printing techniques, namely small screen printing and airbrush screen printing. However, these two techniques are rarely used despite containing more artistic elements. Manual screen printing is still done with human labor with special filtering tools to print drawings or designs. Meanwhile, digital screen printing uses unique screen printing connected to a computer. Later, the images or designs on the computer can be directly printed into t-shirt or jacket media through unique screen printing.

Tegal Regency is a reasonably widely scattered area where "*Sablon*" entrepreneurs form associations that are in the same area and have the same purpose and what is commonly called a community. With the formation of the Tegal t-shirt screen-printing community, it is hoped that later members who are screen printing entrepreneurs can face problems with economic development, especially regarding engineering and management problems in running a screen-printing business.

A community is several individuals who form a social group and become one because they have similarities in many ways. For example, in various things such as needs, beliefs, intentions, interests, talents, hobbies, and other similarities, a sense of comfort arises when uniting oneself in the group because you feel that many individuals do or like the same thing. However, the general public considers it unique, even odd [3].

Screen printing entrepreneurs must maintain relationships with each other in their business processes, creating a social network to know changes or developments in techniques, equipment, and materials used and avoid unfair competition. As said Fandhita, the owner of Serigrafia Printing Colleagues and one of the members of Tegal Screen Printing, explained that between community members, there is cooperation in several ways, such as determining the price of goods, even to the point of looking for cheaper and quality raw materials. This can be seen between members of one another very open with a broader network, even with members of the screen-printing community in other cities. This cooperation was born because it was based on the interests of mutually agreed goals and mutual assistance between screen printing entrepreneurs.

The Role of the community towards its members in the Tegal Screen Printing community is the focus of the study to be studied. Researchers are interested in studying the focus of the study is to find out what role the Community (Tegal Screen Printing) has in the screen-printing business in Tegal Regency.

2 Research Methodology

This research uses qualitative research methods with a case study approach. This research was conducted in Tegal Regency with screen printing business actors, Biltess Artwear, D2 Print, and Kolega Serigrafia in

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November 2022. The subjects of this study consisted of founders, community leaders, and community members. The reason for choosing the research subjects of the founder, chairman, and members is because they directly feel the role and activities of the community (Tegal Screen Printing).

The data collection techniques used by researchers are interviews and observations. Interviews were conducted to obtain data on the Role of the Community (Tegal Screen Printing) and the obstacles faced by members of the Community (Tegal Screen Printing). Data collection using interview and observation methods to obtain data related to training activities, workshops, regular meetings, and the quality of screen-printing results of community members.

Data validity testing is performed by engineering triangulation and source triangulation. Triangulation techniques carried out by researchers are by collecting different data to obtain data from the same source. Meanwhile, researchers' triangulation of sources is carried out by obtaining data from different sources with the same technique. The data analysis technique refers to Miles et al.[4], which consists of condensing, presenting, and drawing conclusions. Data condensation carried out by researchers is by selecting, focusing, simplifying, abstracting, and transforming data that arise f written notes in the field by writing summaries, coding, developing themes, creating categories, and writing analytical memos until the final research report is composed. After the researcher condenses the data, the researcher presents the data in the form of narratives, diagrams, and tables. The last step in the analysis is to conclude the conclusions made by this researcher and answer questions from the formulation of the problem that has been made.

3   Results and Discussion

3.1 Results

The research was conducted in a community in Tegal City, namely Tegal Screen Printing. In the Community, several business actors (t-shirt screen printing vendors) and people are interested in screen printing. The screen-printing community has a role in the t-shirt screen-printing business in Tegal Regency. In addition, the community also contributes to overcoming problems that arise in the screen-printing business ranging from technical screen-printing production, business turnover, and business management to the quality of screen-printing results. "Tegal Screen Printing" community was founded in 2014. The founder of this community also has a screen-printing business, namely Biltees. Community members (Tegal Screen Printing) numbered 17 before COVID-19, but there were only nine members when COVID-19 lasted until now. The head of the community (Tegal Screen Printing) is also one of the screen-printing vendors in Tegal, namely D2 Print.

3.1.1   The Role of the Tegal T-shirt Printing Community in the T-shirt Screen Printing Business in Tegal Regency and Its Surroundings.

The screen-printing community (Tegal Screen Printing) was established as a forum for sharing and helping vendors and people who want to open a screen-printing business. The community also has a clear organizational structure to be more organized. This statement is also supported by observations that show that the community has a relatively straightforward secretarial structure, so it is not just a community association that does not have goals and targets. The purpose of establishing this community is to share entrepreneurs so that screen printing business owners who face problems are clear about finding a place to consult. In addition, it can motivate the spirit of entrepreneurship and develop the abilities that exist in screen printing business owners.

The community aims and provides training to its members to produce good products so that the screen-printing business of the community members has a brand image and fosters trust in the screen-printing business. When the brand image and customer trust in their screen-printing business, customers will also place orders continuously, affecting the growth of business turnover. However, during the COVID-19

pandemic, community members experienced a decrease of 17. When COVID-19 lasted until now, there were only nine members, so members' activeness was also reduced in meetings or training activities (Figure 1).

Figure 1: *Community development through screen printing training for members*

The community is also beneficial in the development of a reasonably significant turnover per month for community members who already have a t-shirt screen printing business. In addition, the goals and targets of the community help improve the quality and turnover of t-shirt screen printing vendors in the Tegal Regency. Tegal Screen Printing also has three roles, namely the first is to add business insight into business attitudes and ethics. The second adds insight related to business management, and the third is to improve product quality.

3.1.2   Adding Insight into Attitudes and Ethics of Business

The first role of the "Tegal Screen Printing" community (Figure 2) is to add insight into business attitudes and ethics. In the business world, attitudes and ethics are essential1 to running a business.

Figure 2: *Billtees Custom Artwear, the community's lead, frequently held gatherings to discuss the business development and strengthen the Tegal Screen Printing Community.*

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The principle of running a business is the ethical principle. If business actors have a good attitude and ethics, their business will also be easier to develop. In addition, the ethics applied in business will automatically shape the values, norms, and behaviors of employees and leaders. Therefore, all employees can use attitudes and ethics as standards or guidelines. Business attitudes and ethics can foster good communication skills and sociability and expand business networks.

It can also be stated that screen printing entrepreneurs that participate in the community socially are more active than those who do not. For example, t-shirt screen printing business actors who follow the community will be more effective in social relations because they can choose and carry out the proper behavior according to the environment. In addition to good communication skills, community members are expected to expand networks within and outside the community.

3.1.3   Adding Insights into Business Management

The second role of the "Tegal Screen Printing" community is to add insight related to business management. Community members gain knowledge related to business management during seminars or regular meetings. The observation also supports that the community often holds seminars or open-sharing sessions that discuss business management, including leadership, problem-solving, and Cooperation. Leadership will be honed from the weekly regular sorority activities. In this activity, community members share knowledge about their ability to lead a business. Then the knowledge they get from these activities can be applied in their daily business activities. A leader's primary concern is building an organization to ensure his business's long-term survival and success. A leader is the main instrument owned by an organization and helps people work together effectively to achieve predetermined or planned goals. Therefore, a leader must be able to prove the creation of business excellence while being environmentally responsible.

The community also provides training related to problem-solving or how to overcome problems. It is because in the world of screen printing, established business schedules, assigned employee positions, established company operational details, and even employee commissions are prone to causing conflicts. From the emergence of a conflict or problem, it should be followed by problem-solving, namely, how we solve a problem so it is not continuous. T-shirt screen printing business owner Kolega Serigrafia, also said that by following the screen-printing community, they get insight into how to solve a problem that occurs. In addition to leadership and problem-solving, the community, namely cooperation, teaches business management. The community teaches that cooperation can build closeness and interaction. It is because running the screen-printing business consists of several divisions such as marketing, management, cutting, setting, design, screen-printing, finishing screen printing, sewing, packing to meet product quality that matches customer expectations and according to production deadlines expected by customers. Therefore, teamwork is indispensable to building good relationships between divisions.

Teamwork is needed in running a screen-printing business because it is not only individuals who run a work program. A screen-printing business needs to implement teamwork or group work to meet quality production standards and deadlines by customer orders. Tegal Screen Printing also advises members to avoid doing their work to be more effective.

3.1.4   Improving The Quality of the Products Produced

Tegal Screen Printing's third role helps improve product quality. The community frequently holds counseling activities, training, and t-shirt screen printing process monitoring. Counseling is carried out during regular weekly meetings to change behavior so that community members are willing and able to make efforts to achieve increased production, income, or profits and improve their welfare. Training is held during regular meetings also at the place of the Community Founder "Tegal Screen Printing" so that community members can develop their skills every week. Monitoring is held every week. Community

members visit the screen-printing place to find out the business progress of the community members visited, as shown in Figure 3.

Figure 3: *Communities frequently held training for members*

Tegal Screen Printing also held activities to visit screen printing businesses owned by community members to find out the tools and materials used and through what kind of production process. If there is still equipment and materials to achieve maximum processes and results, the Community will direct them so that community members can achieve good product quality. In addition, community members take advantage of regular weekly meetings to discuss product quality. The quality of screen-printing results is an evaluation of community members or screen-printing business owners on the excellent performance of the product or service. Product quality is seen from 4 dimensions: aesthetics, suitability, durability, and performance. Therefore, a product can be said to have good quality if the product includes the four dimensions: aesthetics, suitability, durability, and performance. Quality is also a factor of interest based on logic or considerations. If the customer feels that they will get satisfaction from a product, they will be interested in using it. The following Table 1 is research findings on the community's role in the T-shirt Screen Printing Business in the Tegal Regency.

Table 1: *Research Findings*

The role of the Tegal t-shirt Screen Printing Community towards the t-shirt screen-printing business in Tegal Regency

1. As a sharing place for screen printing vendors in Tegal if there is a problem in their business
2. Helping the development of the turnover of the t-shirt screen printing business in Tegal Regency.
3. Adding insights related to business ethics, including communication skills and a more comprehensive business network.
4. Increase the insight of community members related to business management which includes leadership, problem-solving, and teamwork (network)
5. Helping to improve the quality of screen-printing results through regular counseling, training, and monitoring activities

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3.1.5   Obstacles Faced by Screen Printing Business Actors and How to Overcome Them

a)   Misregister

The problem that often occurs and is encountered by vendors is the technical production / technical screen printing. The obstacle that often occurs in the first manual screen-printing process (Plastisol screen-printing) is the register. Misregister often occurs due to factors caused by loss of concentration. This loss of concentration can result in setting the screen's position on the table in an example register on the screen-printing results. This is often encountered when setting screen printing or before printing screen printing. If the placement of the screen position is inappropriate, it is also not following the screen printing results, such as the desired design.

To minimize the possibility of this obstacle, the community held a practical activity at the place of the community's founder, Biltees, to carry out these activities because the community still needed supporting facilities. Members indeed take advantage of this opportunity as well as possible so that members better understand the tools used and the process according to procedures to minimize the possibility of problems such as registers.

b)   Translucent Screen and Clogged Screen

The second obstacle is the translucent and clogged screen, either in part of the design or the entire design. When the screen penetrates an area that is not in the design, it will cause the release of screen-printing ink on the fabric that is printed outside the design. This happens because the print film process could be more optimal and can be from low-quality print. These obstacles significantly affect the results of screen-printing prints. When the screen penetrates an area that is not in the design, it will cause the release of screen-printing ink on the fabric that is printed outside the design. When the screen is clogged either on the part of the design or the entire design, it will undoubtedly interfere with the smooth running of production. In regular meetings, they also discussed this obstacle. The community does not restrict its members from using tools and materials that will be used to support their business needs. However, the community is also used to discuss these obstacles to get suggestions on what kind of screen tools are reasonable. Also, they need to consider the quality, what kind of restorative print materials are good to use, and what are good to get maximum results in the print process.

c)   Provide Solutions Regarding the Scarcity of The Materials

The third obstacle is the difficulty of raw materials, namely gold paint. Gold raw materials are currently scarce on the market as it is already difficult, and lately, many clothing brands have requested designs with a predominance of gold. The difficulty of raw materials such as gold-colored paint can be overcome by mixing or making gradations of stacked colors, namely yellow and silver. Unfortunately, this method is not too familiar in the market. Therefore, the spread of screen-printing paint in Indonesia is still limited, but some vendors are starting to learn this method because the quality produced is better and more durable.

d)   Lack of Counseling and Understanding of Financial Report Making

The fourth is the lack of counseling and understanding in making financial statements. In this regard, the community is considered lacking in providing training in understanding and managing financial statements to founders and business owners. An excellent financial balance will undoubtedly impact the financial health of a business over a long period.

Based on these obstacles, Tegal Screen Printing Community overcomes them by conducting counseling and sharing about understanding the making of financial reports. In addition, the community tries to help

and channel knowledge to screen printing business owners about good financial statements so the business can run smoothly without financial obstacles.

Table 2 contains findings from research that has been carried out on the role of the community in helping with the obstacles its members face.

Table 2: *Research Findings*

The Existence of Private Tutoring Institutions
1.   Misregister; an effort to overcome this, namely the community practices together, which is often held at the Founder's place
2.   The screen is Translucent or clogged, discussing these obstacles, such as suggesting good screen tools and printing restorative materials, get maximum results.
3.   Screen printing color paints on the market are becoming scarce. However, how to overcome it by playing yellow stacked gradations and silver colors, the resulting results are better and more durable.
4.   The Community is considered to be lacking in providing training in understanding managing financial statements to founders. Based on these obstacles, the community overcomes them by conducting counseling and sharing about understanding the making of financial reports

3.2 Research Results

The Tegal Screen Printing Community plays a crucial role in the sustainability of the t-shirt screen printing business in Tegal, as well as helping to increase the insight of its members. Because in the screen-printing business, screen printing methods such as technical matters, design, and business strategies continue to grow, if members actively participate in a community, they will provide more education and knowledge for their business. This statement also echoes previous research that a TDA community in Samarinda City also helps foster an entrepreneurial spirit and new knowledge in its members by creating formal and non-formally educational programs, such as workshops or seminars [5]. From this research, group communication in the TDA community in Samarinda has fostered an entrepreneurial spirit and added insight to its members.

In addition, according to [6] and [7], the activities carried out by the Community will make it easier for its members to carry out business communication which includes marketing, information media, and a forum for sharing, as well as being able to establish good relationships with business relations. However, during the COVID-19 pandemic, community members experienced a decrease, so member activity was also reduced in meetings or training activities. Finally, the lack of activity of members during the COVID-19 pandemic, such as seminars or training, is due to the government's recommendation to prohibit crowding.

3.2.1   The Role of the Community in adding insight into business attitudes and Ethics

The results of this study state that the Community also provides knowledge related to business ethics, including communication skills and a more comprehensive business network. Because ethics in a business is undoubtedly indispensable, business ethics is the application of human attitudes [8] or behavior in economics, especially the business world, such as the moral development of humans in acting and doing their business [9]. Meanwhile, ethics is also a moral value and principle that guides business behavior in promoting and influencing the business's progress. In this study, business ethics that were socialized and taught by the Community (Tegal Screen Printing) included communication skills, social skills, and adding business networks.

In this study, community members (Tegal Screen Printing) can develop their communication skills by participating in various community activities to hone their speaking skills by interacting directly with screen printing business actors. The results of this study are also supported by previous research, which states that

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the Role of the Japan Club East Borneo (JCEB) Community in face-to-face communication is considered the most effective way of communicating. Face-to-face communication means the community can communicate directly with the target and determine the interlocutor's response [10].

With the events or activities of seminars and talk shows held by the Community, members can meet and communicate directly with business actors; of course, this can foster better communication skills for each member of the Community. The expected benefit is that later the business owners can inform customers in an informative manner.

The results of this study show that there are several advantages to joining the community. Suppose the community holds an event or activity. In that case, there will be direct interaction between community members, the event organizing committee, and visitors who can form the ability to socialize between screen printing business actors and the general public.

Social ability is one of the most critical human areas for oral and writing, communication skills, selecting and managing information, learning new things, and adapting [11]. One of the weekly activities held by the community is to show the production process carried out to visitors. This activity can create socialization between community members and the public. In addition, they will obtain various information related to raw materials, new customers, or other information.

The benefits of the Community for its members are as a forum for exchanging information, business strategies, and business experiences to develop business networks and increase productivity [12]. In the Community formed, the tone becomes an opinion leader and informer. It provides motivation that will foster the spirit of innovation so that they will become more productive [1].

3.2.2   Adding Business Management Insights

This study's results show that members' participation in the community can hone leadership skills. In the regular agenda, weekly meetings have discussions and shares about how to lead a t-shirt screen-printing business. Of course, participating in these activities will open the perspective of screen-printing business actors who are community members when facing any situation to decide. Leadership is an effort to change organizations that can influence others so they are willing to work together to achieve goals [13] [14]. Quality of human resources, in general, can only be created by experience, courage, education, and superior and competition-based training.

In addition to leadership in business management science delivered in community meetings, socialization is also related to problem-solving. The research results found in this study are related to problem-solving. Namely, community members with t-shirt screen printing businesses get suggestions and input from other members about conflict management. So that when facing a problem in their business, there is no confusion in solving it and applying the advice given by other community members (Tegal Screen Printing). For example, screen-printing business actors and Serigrafia colleagues who get knowledge related to reward and punishment are then expected to minimize problems from within and improve employee performance. The reward is an appreciation of employees for dedication, hard work, and achievements obtained. At the same time, punishment is a sanction from the company to employees if they cannot complete their work or violate sanctions [15,16].

The results of the study stated that when the Community held an activity, the advantage obtained by its members was to share a perspective on good teamwork. Therefore, as business actors, they must be competent in assessing the abilities of their employees. A good relationship between business owners and employees will make teamwork more enjoyable and improve results.

In addition, teamwork is crucial to facilitate work and minimize errors at work [17]. According to Freedman & Somech [18], teamwork requires transparency and openness, which requires each group member's

willingness and ability to communicate well. Communicating is also not just talking; as a communicator, you must be able to express your arguments or opinions clearly, so there are no misunderstandings. According to Lin & You [19], several things affect the cooperation of a good group, such as mutual trust, openness, self-realization, and interdependence.

3.2.3   Improving the Quality of Products Produced

Based on the community research results, it plays a vital role in maintaining screen printing quality—the efforts made by the community, such as organizing counseling, training, and monitoring. The community also emphasizes product quality regarding aesthetics, suitability, durability, and performance. Counseling is carried out during regular weekly meetings to change behavior so that community members are willing and willing to improve the quality of their production and income. Meanwhile, training is held during regular meetings at the community Founder's residence to develop community members' abilities. Moreover, the last one is this monitoring is carried out every week by visiting the screen-printing business.

This is in line with Astuti & Khosmas [20], who emphasizes that the industrial sector in Pontianak Regency implements a planned coaching program to improve the quality of handicraft products. This activity is given to artisans and has improved the quality of the crafts. In addition to coaching, training programs and monitoring activities are also beneficial for craft businesses in increasing human resource knowledge and improving the quality of production results [21].

1)   Obstacles Faced by Screen Printing Business Actors and How to Overcome Them

a)   Mis Register

The problem that often occurs and is encountered by vendors is the problem with the technical production/technical screen printing. The obstacle that often occurs in the first manual screen-printing process (Plastisol screen printing) is the register. Mis Register is an obstacle that often occurs in the production process and is difficult to avoid by t-shirt screen printing business actors. This is often encountered during setting or before printing screen printing. Misregisters are also often caused by inappropriate screen positioning and loss of concentration while working. Concentration is one of the things that must be possessed to carry out activities or various activities every day to get optimal results [22]. Workers who lack concentration while working can also be caused by drowsiness, fatigue, pressure, and poor physical condition, so dissatisfaction arises at work. Riddle also revealed that lack of concentration would affect the work results.

To minimize this obstacle, the community held a practical activity at the place of the owner of Biltees. Community members are also very enthusiastic and make the most of this activity to understand the tools used and the screen-printing process properly and correctly to minimize the possibility of a misregister.

b)   Translucent Screen and Clogged Screen

A translucent or clogged screen is a technical obstacle in the production process. Technical obstacles significantly affect quality. Therefore, they must be overcome immediately and find the best way out by providing alternative strategies [23]. If technical obstacles in the production process are not resolved immediately, it will affect the timeliness of delivery, unsatisfactory production results, and production targets are not achieved as expected [24,25].

If the screen penetrates and clogs, it will affect the screen-printing results. When the screen penetrates an area not in the design, it will cause the ink to come out on the printed fabric. Likewise, the screen clogs on a particular or entire design will update the screen-printing results. The incompatibility of the mesh screen size with the type of ink used also causes screen clogging. Finally, the community often discusses the

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obstacles of penetrating and clogged screens in regular meetings. Finally, during regular meetings, the community discusses good screen tools and quality restorative materials for maximum results.

c)   Gold Color Paint Raw Materials That Are Starting to Be Scarce in the Market

Raw materials were starting to be scarce in the market, such as gold screen-printing paint, obstacles to raw materials. Currently, many customers are requesting designs with the dominance of gold following the current trend. However, screen printing ink suppliers are currently minimal, and almost no one sells gold color screen printing ink in the market because, before that, this gold ink was not in demand by t-shirt screen printing actors.

The scarcity of raw materials will certainly affect the production process, namely that it cannot be done immediately, and customer order deadlines are also possibly not on time. To anticipate the scarcity of raw materials, companies need to make the right strategy or planning to meet consumer needs [26]. With the limitations and scarcity of gold color paint raw materials, screen printing business actors innovate by mixing or making gradations of yellow and silver colors. Unfortunately, a few screen-printing business actors only use this method and are unfamiliar with the market.

d)   Lack of Counseling and Understanding of Financial Report Making

Financial statements can indicate the state of affairs of an enterprise. An excellent financial report will undoubtedly show that a company is safe and sound. However, this is an obstacle for founders if they do not adequately understand the preparation of financial statements. The founders felt that the Community lacked counseling and understanding of making sound financial statements.

Making financial statements, if only recorded, does not follow the guidelines for good financial statements, it can result in founders having difficulty measuring and proving their business performance in good condition or not [27]. Therefore, founders need to understand the importance of financial statements for business continuity [28].

Reflecting on these obstacles, the Tegal Screen Printing community overcomes them by conducting counseling and sharing with the founders about understanding the making of financial statements. The community does this by providing an understanding of basic accounting and how to make financial reports properly so that founders know the sorting and clarification of transactions well [8].

4   Conclusions

Based on the results of the analysis carried out, the role of the Tegal Screen Printing community is a forum for sharing community members in running their business. Furthermore, Tegal Screen Printing can inspire members who want to open a screen-printing business. They gave insights into business ethics, including communication skills, social skills, and expanding networks, and insights about business management, including leadership, problem-solving, and teamwork. The community also plays a role in helping with problems that occur in the screen-printing business, such as technical problems such as registers and penetrating screens or stuck screens. As well as helping constraints in the scarcity of raw materials and making financial statements.

This research was conducted during the COVID-19 pandemic, which made data collection a little hampered, namely the limited time of the speakers during the interview process and the limitations in taking large numbers of research subjects. Researchers only take from some community members who actively participate in routine activities. This affects the results of research that are not optimal. Further research needs to add data collection techniques in addition to those already done, such as documentation activities to find documents that support his research and strengthen evidence related to the role of the community.

5   Declarations

5.1 Acknowledgments

5.2 Ethical Approval

This research has obtained permission from the Faculty of Teaching and Education, Muhammadiyah University of Surakarta, with number 437/A6.-III/FKIP/IV/2022.

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