

***EFFECTIVENESS OF BUSINESS MENTORING BY
CERTIFIED INTERNS FROM THE 7TH COHORT AT
THE ZES PATRINDO SHARIA PRODUCERS' COOPERATIVE,
ANIMAL FEED BUSINESS UNIT UNDER THE GUIDANCE OF
APINDO RIAU***

Student Name : Indah Sihite
Student ID Number : 5604221033
Supervisor : Rini Arvika Sari, S.Sos., M.Si

Abstract

This study was motivated by the ongoing challenges faced by MSMEs in business development, such as issues related to management, legal matters, production, and marketing. One effort to address these issues is through a business mentoring program led by Certified Internship Students from Batch 7. The Zes Patrindo Sharia Producers' Cooperative's Feed Business Unit under the guidance of APINDO Riau is one of the MSMEs that received this mentoring. This study aims to analyze the effectiveness of business mentoring by Batch 7 Internship Students at the Zes Patrindo Sharia Producers Cooperative. The research method used is qualitative with a descriptive approach. Research informants were selected using purposive sampling. Research informants consisted of SME management, managers of the Animal Feed Business Unit, certified student interns, and program mentors. Data were collected through interviews, observations, and documentation. Data analysis was conducted through data collection, data reduction, data presentation, and drawing conclusions. The research results indicate that business mentoring is quite effective based on the following indicators: 1) Program targeting accuracy, 2) Program socialization, 3) Achievement of objectives, 4) program monitoring. Program targeting and program socialization have been carried out well, whereas the achievement of program objectives has not yet been fully optimized, and program monitoring still needs to be improved. Nevertheless, overall, the business mentoring program provides benefits and has a positive impact on MSMEs by supporting business development and enhancing business management capacity.

Keywords: effectiveness, business mentoring, MSMEs, certified internship.