STRESS AND EMOTION MANAGEMENT AS THE KEY TO SUCCESS FOR MSME OWNERS: CASE STUDY OF SELOGIRI VILLAGE MSMEs

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Keywords:
(Management, Stress, Emotion, SMEs).

Abstract: This research is motivated by the awareness of the importance of stress and emotion management in the success of small and medium-sized enterprises (SMEs). The aim of this study is to provide a better understanding of the significance of stress and emotion management for SME owners and to assist in implementing stress and emotion management techniques. The research conducted is qualitative research using the ABCD method. The subjects of this study are SME owners in Selogiri Village, Kebumen. Data collection techniques were carried out through interview observations. The results of this study indicate that stress management has a significant impact on SME practitioners in developing their products. Based on the data obtained, SME practitioners in Selogiri Village mentioned that stress arises from comments made by some consumers. Their approach to managing stress is to evaluate their products based on the comments given by consumers, so they believe that improving the quality of their products can silence consumers with negative comments. Stress management in this context means turning hate comments into product evaluation materials for SME practitioners.

Introduction

The owners of Micro, Small, and Medium Enterprises (MSMEs) often face unique challenges in managing and developing their businesses. As individuals responsible for every operational aspect and the sustainability of their enterprises, MSME owners are under constant pressure. In addition, rapidly changing business dynamics and economic uncertainty can induce significant stress in their journey. Therefore, stress and emotion management have become increasingly crucial keys to success for MSME owners.

The management of stress and emotions not only affects the personal well-being of SME owners but is also directly impacting their business performance. When negative stress and emotions are not addressed effectively, their effects can extend to decision-making, relationships with customers and business partners, as well as innovation in the business. Conversely, SME owners who are able to manage stress and emotions effectively tend to be more capable of facing challenges, adapting to changes, and taking intelligent steps for business growth.

In this journal, the concept of stress and emotion management in the context of SME owners will be explored. Various strategies and techniques will be discussed that can assist SME owners in identifying, addressing, and even transforming stress into positive energy that motivates. The positive impact of effective stress and emotion management on the productivity, creativity, and long-term success of SME businesses will also be examined.
Through in-depth research and discussion in this journal, it is hoped that a better understanding of the importance of stress and emotion management for SME owners will be provided. Additionally, it is hoped that this journal will serve as a source of inspiration and practical guidance for those seeking to optimize their business performance through the management of healthy stress and emotions. Thus, this journal is expected to make a positive contribution to the development and sustainability of SMEs.

**Method**

This research employs the ABCD (Asset Based Community Development) method. The ABCD method was formulated by John McKnight and Jody Kretzmann.\(^1\) The principle of this method is to identify a community's ability to manage the assets, strengths, or potentials it already possesses. Consequently, it will be assessed as capable of mobilizing and motivating the community to bring about change, simultaneously becoming the primary actors in the change process (Pilot Project). The process consists of four stages: Discovery, Dream, Design, and Destiny.\(^2\) This process will also assist them in realizing their vision.\(^3\)

As mentioned earlier, the method focuses on existing assets, including economic, environmental, physical, non-physical, and social assets.\(^4\) It was previously stated that the ABCD method has four stages, but another source indicates that the ABCD method comprises five stages: Discovery, Dream, Design, Define, and Destiny. The following is an explanation of each of these five stages: \(^5\)

1. **Discovery (Assessment)**  
   This process is the process in which the potential possessed by the community is re-evaluated. Potential here can be in the form of occupations, skills, or talents possessed by each individual. The benefit is to identify which potentials need to be identified to support change.

2. **Dream (Aspiration)**  
   This step continues from the initial step of dreaming or hoping. After assessing the potentials, aspirations or hopes emerge from each individual based on the potentials they possess.

3. **Design (Procedure)**  
   Designing or planning for change. This stage is used to plan the existing dreams so that they can be systematically realized. Structured planning will provide hope for the full realization of aspirations.

4. **Define (Goal Consolidation)**  
   Consolidating the goals to be achieved. Motivation given in this stage will be very useful in providing spirit and confidence in realizing dreams.

5. **Destiny**

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\(^3\) Christoper Dereau, *Pembaru dan Kekuatan Lokal untuk Pembangunan*; (Australia: Australian Community Developments and Civil Society Strengthening Scheme (ACCESS) Phase II, 2013), Hlm. 3.


After firming up a single goal, the next step is to apply it according to the potentials possessed.

In this study, data collection was conducted through observation and interviews. Observation was carried out directly at the research site, namely in Selogiri Village, Kebumen. Further data excavation was performed through interview methods conducted with 10 owners of MSMEs in Selogiri Village.

Result And Discussion

A. Stress and Emotion Management

Generally, stress and emotion management each have their own definitions. Stress management is the skill and strategy used by an individual to identify, reduce, and cope with the pressure or tension that may arise in daily life. Stress is the body's response to specific situations or pressures, and in many cases, stress itself is not inherently negative. Healthy stress can provide a motivational boost, enhance alertness, and help us face challenges. However, when stress becomes excessive or persistent, it can have negative impacts on both physical and mental well-being. NIOSH (National Institute for Occupational Safety and Health) has conducted research indicating that work conditions play a significant role in job-related stress. Physical work environments such as noise, pollution, and lighting can also serve as triggers for job-related stress. Small and medium-sized business operators need to pay attention to such factors, as they can influence the success of their products.

Stress management involves various techniques and strategies, such as:

1. Stress Identification: Recognizing what causes stress is the first step in its management. This involves the identification of stress triggers in personal or work life.
2. Relaxation: Utilizing relaxation techniques like meditation, deep breathing, or yoga to alleviate both physical and mental tension.
3. Time Management: Effectively managing time and prioritizing tasks can reduce stress stemming from schedule pressures.
4. Physical Activity: Engaging in sports and physical activities can help release endorphins, which can improve mood and decrease stress.
5. Social Networking: Speaking with friends, family, or mental health professionals can aid in addressing stress.

Emotional management, on the other hand, is the ability to recognize, control, and express emotions in a healthy and productive manner. Emotions are natural responses to events and experiences, and they play a crucial role in everyday life. Good emotional management can assist an individual in communicating more effectively, making wise decisions, and maintaining healthy relationships.

Strategies for emotional management involve:

1. Emotion Recognition: The ability to recognize emerging emotions and understand what causes them.
2. Emotion Regulation: It's not about suppressing emotions but rather about managing them wisely. This can include ways to alleviate negative emotions or express emotions appropriately.
3. Empathy: The ability to sense and understand the emotions of others, which is a crucial aspect of social relationships.
4. Emotional Awareness: This involves the ability to stay calm and think clearly when

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faced with emotionally challenging situations.

Fundamentally, stress and emotion management are interconnected because poorly addressed stress can impact emotions, and conversely, poorly managed emotions can be a source of stress. These skills are essential in both personal and professional life as they help individuals face challenges, make wise decisions, and achieve better well-being.

B. Strategies and Techniques for Managing Stress in SMEs

Addressing stress in Small and Medium Enterprises (SMEs) requires effective strategies and techniques. The following are some strategies and techniques that can assist SME owners in managing stress:

1. Clear Business Plan: Overcoming stress in SMEs can be achieved by creating a well-structured business plan with clear objectives and detailed strategies. This helps reduce uncertainty and stress. The designed plan should encompass realistic financial targets, customer considerations, and growth projections.

2. Effective Time Management: Prioritizing tasks and managing time effectively helps avoid work accumulation that can lead to stress. Utilizing time management tools such as calendars and to-do lists is beneficial.

3. Solid Team: SME owners should understand the characteristics of each team member, as this can influence the outcomes of the SME. It is crucial to have a solid team, achieved by recruiting and retaining a cohesive team that can share the workload and provide emotional support. Having a reliable team also enables task delegation, reducing stress for SME owners.

4. Wise Financial Management: Carefully monitoring and managing finances is key to avoiding financial stress. Building a financial reserve to address emergency situations provides a sense of security.

5. Support Network: Joining business groups or SME owner networks can offer social support and the opportunity to share experiences. Conversing with fellow business owners facing similar challenges can help alleviate stress.

6. Relaxation and Exercise: Engaging in physical activities, meditation, or yoga can help alleviate stress and enhance mental well-being. Allocating time for rest and recreation is also important.

7. Conflict Management: Learning to handle conflicts effectively, whether with employees, business partners, or customers, is a highly valuable skill. Seeking constructive solutions and communicating effectively can prevent unnecessary stress.

8. Education and Self-Development: Continuously developing skills and knowledge in business and management can instill confidence in facing challenges. Taking courses or attending seminars related to business and management can be helpful.

9. Task Delegation: Learning to delegate tasks to staff with appropriate skills reduces the workload for small business owners. It also provides an opportunity for staff to grow and develop.

10. Separation of Work and Personal Life: Maintaining a balance between work and personal life is crucial. Small business owners need to give themselves time for rest and spend time with family and friends.

Every SME may require a different approach to address stress, depending on the type of business, size, and their situation. What is crucial is having an awareness of stress and the ability to seek effective strategies to manage it so that the business can thrive, and the owner can remain physically and mentally healthy.
C. How to Transform Stress into Positive Motivating Energy

Transforming stress into positive, motivating energy is a valuable skill for enhancing personal performance and well-being. Here are ways to do it:

1. Self-Awareness: The first step is to become aware of the stress you are experiencing. Identify what is causing the stress and observe how it affects your thoughts, body, and emotions.

2. Perspective Shift: Change the way you view stress as a challenge you can face rather than a frightening threat. See every stressful situation as an opportunity for growth and learning.

3. Stay Positive: Try to turn negative thoughts into positive ones. Focus on solutions rather than problems, and think about the potential for positive outcomes.

4. Exercise and Physical Activity: Engaging in sports or physical activities can help release endorphins, which are hormones that boost mood and reduce stress.

5. Breathing Techniques: Practicing slow, deep breathing can help calm the nervous system and alleviate stress.

6. Meditation and Mindfulness: The practice of meditation and mindfulness can be beneficial in keeping you focused on the present, reducing future anxieties, and transforming stress into positive energy.

7. Drafting an Action Plan: Instead of feeling overwhelmed by accumulating tasks, a list of tasks can be created, and a plan can be devised for addressing them gradually.

8. Setting Clear Goals: Measurable and realistic goals should be established. Achieving these goals can provide a sense of accomplishment and motivation.

9. Rest and Self-Care: The importance of adequate rest should not be overlooked. Try to get good sleep, consume nutritious food, and take time for activities you enjoy.

10. Sharing Experiences: Speaking with a trusted individual or a friend can help alleviate pressure and provide a different perspective on situations causing stress.

11. Utilizing Stress as a Motivational Driver: Viewing stress as an additional source of energy. When stress is felt, this energy can be employed to enhance your focus and performance.

12. Learning from Experience: After overcoming stress-inducing situations, assess what you have gained from that experience. This will aid in your personal growth.

The transformation of stress into positive energy requires practice and patience. This is a skill that can be developed over time. With the right approach, stress that may be detrimental can be transformed into motivation that propels you towards achieving goals and creating greater well-being.

D. Positive Impact of Stress Management for SMEs

Effective stress management has a significant positive impact on Small and Medium-sized Enterprises (SMEs). Here are some positive impacts of good stress management:

- Increased Productivity: Stress management helps SME owners stay focused and perform at a high level. They can handle pressure and complete tasks more efficiently.

- Better Decision-Making: When stress is well-managed, SME owners are likely to make more rational and wise decisions. They can consider long-term consequences and choose better alternatives.

- Creativity and Innovation: Stress management opens the door to creative and innovative thinking. They are more open to new ideas and unconventional
solutions.

- Better Health: Excessive stress can have a negative impact on physical and mental health. Stress management helps reduce the risk of stress-related illnesses and maintains better overall health.

- Improved Relationships: Unmanaged stress can affect relationships with employees, customers, and business partners. Good stress management enables SME owners to communicate better and build healthy relationships.

- Sustainable Business Growth: With effective stress management, small and medium-sized business owners are better able to address business challenges and adapt to market changes. This supports sustainable business growth.

- Psychological Well-being: Stress management helps maintain mental well-being. Small and medium-sized business owners tend to be happier, more confident, and have a positive attitude towards their business and life.

- Support from Team and Employees: When small and medium-sized business owners effectively manage their stress, they serve as examples for their team and employees. This can create a more positive work culture within the organization.

- Crisis Handling Ability: In crisis situations or unforeseen changes, small and medium-sized business owners accustomed to stress management can remain calm and think clearly, which is crucial for addressing problems quickly and effectively.

- Business Preservation: Good stress management can help prevent small and medium-sized business owners from making impulsive decisions or taking actions that could harm the business. This helps maintain business sustainability.

Overall, effective stress management helps small and medium-sized enterprise (SME) owners operate more efficiently in a high-pressure business environment. This not only provides personal benefits for SME owners but also has a positive impact on the performance of their businesses and their relationships with customers, employees, and business partners.

E. The Implementation of Stress Management in Micro, Small, and Medium Enterprises (MSMEs) in Selogiri Village, Kebumen, Referring to the ABCD Method

The implementation, as known, signifies application. In this context, the implementation of stress management in MSMEs in Selogiri Village will be discussed. On August 22, 2023, a training session was conducted in Selogiri Village for the MSMEs. One of the topics covered was related to stress management tips for MSME practitioners. From the event, it was revealed that MSME practitioners recognized the importance of stress management for the sustainability and smooth operation of their businesses. This was evident in the responses from Selogiri Village MSME practitioners during the stress management session. They attentively listened and occasionally expressed agreement with the statements presented by the speaker. Additionally, they emphasized the significance of stress management based on their prior experiences with stress. The event provided data indicating that a significant portion of the stress experienced by MSME practitioners in
Selogiri Village was attributed to low selling prices, unpredictable weather, and the dependence on weather conditions (sunlight) for drying their products. Moreover, the attitudes displayed by consumers, at times, triggered emotions in business practitioners, leading to stress.

The data obtained from the event suggests that a significant number of micro, small, and medium enterprises (MSMEs) can be considered sufficiently adept at managing stress by redirecting it as a means of evaluation to improve their products. Additionally, they are striving to enhance the quality of their products by registering their businesses with halal certification bodies. This is one of the ways they prove that their products are worthy of competing with those already prevalent in the market. One of the MSME players in Selogiri stated that this is a method to silence consumers who criticize their products.

**Conclusion**

This research indicates that stress management has a significant impact on SME entrepreneurs in developing their products. Based on the data obtained, SME entrepreneurs in Selogiri Village mention that the stress arises from comments made by several consumers. Their way of managing it is by evaluating the product based on the comments provided by consumers, so they believe that when the quality of their product improves, it can silence consumers with rather negative comments. The stress management here implies transforming hate comments into product evaluation material for SME entrepreneurs.

**Daftar Referensi**


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