

Digital-based Entrepreneurship Training to Realize Young Entrepreneurial Millennials

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Abstract: Being an entrepreneur is an attempt of activating Indonesian economic wheel. In the attempt of empowering creativity and innovation, the entrepreneurs are expected to grow into employers who can open job opportunities in various business sectors. This community service activity is entitled a digital-based entrepreneurship training to realize millennial generation with young entrepreneur spirit. This title was chosen based on the factual condition of people today characterized with the increased unemployment rate disproportional to the job opportunity availability. The problems encountered by participants are limited information and experience supporting the digital-based entrepreneurial activities, and limited knowledge on the detail of digital-based entrepreneurship, leading to the limited number of alumni and graduates choosing to be entrepreneurs. This activity aims to improve skill and to create digital-based young entrepreneurs to the participants in the partner location. The basic output with target to be achieved is the created independent business community having digital-based entrepreneurial skill. This community service was implemented in the form of entrepreneurship training and facilitation. The partner in this activity includes the students of Faculty of Business Economy of Universitas Tunas Pembangunan (UTP) Surakarta. Twenty (20) participants participated in this activity. Evaluation was conducted using questionnaire distributed to the participants aiming to find out the students' understanding on the implementation of training and interview. The result achieved in the end of community service activity is the improved understanding and skill of participants concerning digital-based entrepreneurship that can be indicated with the number of startups established by the participants.

Abstrak: Berwirausaha merupakan upaya dalam menggerakkan roda perekonomian Indonesia. Salah satu upaya dalam memberdayakan kreatifitas dan inovasi para wirausahawan diharapkan dapat bertumbuh menjadi pengusaha yang mampu membuka lapangan pekerjaan diberbagai sektor usaha. Pada kegiatan ini, kegiatan pengabdian masyarakat yang berjudul pelatihan kewirausahaan berbasis digital untuk mewujudkan generasi milenial berjiwa wirausaha muda. Dipilihnya judul kegiatan ini berdasarkan kondisi factual masyarakat pada saat ini yang ditandai dengan naiknya angka pengangguran yang tidak berimbang pada ketersediaan lapangan kerja. Permasalahan yang dihadapi peserta adalah terbatasnya informasi dan pengalaman yang menunjang pada kegiatan berwirausaha dengan basis digital, serta minimnya pengetahuan peserta mengenai seluk beluk kewirausahaan berbasis digital, sehingga berakibat rendahnya para alumni dan lulusan yang memilih berwirausaha. Kegiatan ini bertujuan untuk meningkatkan ketrampilan dan membentuk wirausahawan muda berbasis digital bagi peserta di lokasi mitra. Basis luaran dengan target yang dicapai yaitu terbentuknya komunitas usaha yang mandiri dan memiliki keterampilan kewirausahaan berbasis digital. Kegiatan pengabdian masyarakat ini dilaksanakan dalam bentuk pelatihan dan pendampingan



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kewirausahaan. Mitra dalam kegiatan ini adalah mahasiswa Fakultas Ekonomi Bisnis Universitas Tunas Pembangunan (UTP) Surakarta. Kegiatan diikuti oleh 20 peserta pada 12 Oktober 2022. Evaluasi dilakukan dengan kuesioner bagi para peserta dengan tujuan untuk mengetahui pemahaman peserta didik yang berkenaan dengan pelaksanaan pelatihan dan wawancara. Hasil yang dicapai pada akhir kegiatan pengabdian kepada masyarakat ini adalah meningkatnya pemahaman dan keterampilan peserta mengenai kewirausahaan berbasis digital, yang dapat ditunjukkan dengan jumlah berdirinya usaha usaha rintisan oleh para peserta.

Kata Kunci: Basis Digital, Kewirausahaan, Wirausaha Muda

INTRODUCTION

After completing formal education studies, it is necessary to prepare important things in preparing for the next level of career. Our society is currently very thick with a conventional culture by coveting formal sector jobs that are the prima donna, thus ignoring the informal sector which is actually also more promising. A mindset that can have a major impact on the social dimension of society, namely the high unemployment rate in the labor force at productive age. One solution that is a step of renewal to overcome this problem is to create independent employment, try to be independent and not rely on wages from others. (Hendrawan & Sirine, 2017). But running a solution with many different backgrounds is not easy. Entrepreneurship is often underestimated by society, an entrepreneur who is just starting his career is difficult to get support and trust and a good place in the community when marketing products, taking care of licensing or when looking for additional business capital supplementation. (Widodo, Maryanti, et al., 2022). This factual condition was experienced by one of the participants we observed before this activity was carried out. The target output of the implementation of this community service activity is that students of the Faculty of Economics and Business, Universitas Tunas Pembangunan Surakarta (UTP) are ready to work and have a career as entrepreneurs. In achieving these output targets, participants get motivation and support from many parties both from academics and practitioners. Regarding graduates who are ready to create jobs and entrepreneurship, the demand can be said to be much less than graduates with career interests by working for others. (Siswoyo, 2009). Based on the conditions in the field, the community service team identifies the needs of the participants in the form of brainstorming activities that hope to be able to change the stigma that exists in participants to be interested in running independent entrepreneurs and being able to open jobs. At the pre-activity interview observation stage, the majority of participants were not optimal in direct practice of entrepreneurship, and the lack of courage of the participants to open their own businesses. Skills and information from formal education at the campus are limited to certain fields, not leading to the formation of

an entrepreneurial spirit and the ins and outs of direct business practice. Therefore, participants need training and mentoring so that they can get to know better all aspects of entrepreneurship.

If in the previous community service program the participants had received price strategy management training before starting an entrepreneurship (Widodo, Putra, et al., 2022), then in this community service activity it is more focused on direct entrepreneurial practice at the Mustafa Farm Sukoharjo business location. In an effort to foster an entrepreneurial spirit for the younger generation in Indonesia, it is crucial to see data in the field regarding high unemployment and job seekers which is a challenge for the government. (Simanjuntak et al., 2021). It is hoped that the implementation of this community service program can be able to realize the independence of participants through entrepreneurship and face the dynamics of the country's economy and daily life in the future. The community service program with a special scheme is designed to be able to foster an entrepreneurial spirit and improve various skills in entrepreneurial practices such as calculating capital and COGS, creating digital marketing content, using social media and e-commerce, making and bookkeeping cash that supports the running of the entrepreneurial process. (Widodo, Umiyati, et al., 2022). In the exposure and publication of (Hadiyati, 2011), entrepreneurship is a breath of fresh air and a trending topic among job seekers, which means that entrepreneurship has its own impression for entrepreneurs who have shown that they are the boss of their business. Entrepreneurial actors do not need to be burdened with rules that are restrictive and burdensome by other people's orders. (Sanawiri & Iqbal, 2018) From the other side, entrepreneurial actors show

qualified creativity and innovation to be able to open up jobs for others, and get income from the business they are engaged in. (Lestari & Wijaya, 2012). In this modern era, the fields of business and various professions are diverse and growing, one of which is entrepreneurship. (Priyanto, 2009). Currently, many people call themselves entrepreneurs or entrepreneurs by only selling products in various types of online stores through social media. There are so many terms that appear to refer to entrepreneurs as entrepreneurs, traders, sellers, businessmen, all of them are just about terms. Meanwhile, entrepreneurship is defined as a process in which a person or individual seeks to seize opportunities without relying on currently controlled resources that aim to utilize goods and services in the future. (Small & Medium, n.d.). A business actor or someone who is entrepreneurial is someone who has the initiative and desire to make new things that can add value to a product or service, not only in the final form but also in the things that support the process. (Kkn-t, Karanganyar, Kkn-t, & Kunci, 2020). The above writing is something that can show that the community service program that we are trying to implement is important in the hope that it can provide provisions for the participants to be more skilled after graduating from college.

METHODS

The method of implementation in this community service will be training, consultation and mentoring for participants. This training is carried out within 1 week with direct offline and online practice which will be in the form of entrepreneurship training in the concept of a livestock business with a digital base supported by digital marketing content creation, marketing content creation training, training in using social media and e-commerce as a medium to support the

sales of the participants. After the training activities end, there will be a mentoring process for 1 (one) month. Then an evaluation process is carried out on the activities of community service activities that have been running with the participants.

The stages of this community service training activity are carried out in stages, including:

1. First stage.

At this stage, participants are given material on capital and COGS calculations and repeat a little about product pricing strategies. Later in this training, it is made by adjusting the needs of the participants so that later it will be easier to understand and apply.

2. Second stage.

In the second stage, training is conducted to create attractive and up to date digital marketing content.

3. The third stage.

At this stage, participants were given training information on the use of social media and e-commerce as an intermediary sales medium in addition to conventional selling.

4. Fourth stage.

At this stage, participants are trained to make cash bookkeeping, in order to understand how to make a balance sheet of sales and income, so that participants are expected to know the turnover and profit of the business being run.

5. Fifth stage

At this stage, mentoring is carried out to the training participants which will be used as a forum for sharing and sharing experiences and offering solutions to the obstacles faced by participants when running a business.

6. Sixth stage

In this last stage, an evaluation of the activities carried out by our community service team is carried out. Whether the training we provide is maximized, has run well and provides effective and efficient solutions to the participants who take part in the training.

RESULTS AND DISCUSSION

Entrepreneurship plays an important role in the process of student independence in preparing for the future after graduating from college. (Widodo, Umiyati, et al., 2022). Then entrepreneurship education according to (Sari & Hasanah, 2022) is an individual who has a brave spirit to take risks on the business he is engaged in on various occasions. Dare to take risks means having a brave, independent mentality without being overwhelmed by anxiety and fear of the dynamic business process. So that the community service team has a positive intention to encourage and strive for all abilities to build a positive paradigm for the participants.

Community service activities that aim to provide solutions to the obstacles faced by the training participants, in this case are practical solutions with the steps we have arranged to optimize the training activities that have taken place, namely, the observation step where this is done to identify and explore the problems that the participants are facing, one of which is a lack of understanding in the use of digital facilities that are integrated with marketing activities so that they do not understand the process of brand recognition for developing and strengthening businesses that have been or will be run, because from the observations of our service team some participants already have a startup business and the rest have not started a business at all, so we feel this activity is right for the participants.

In the second step, we will provide information and training in the form of education on creating current and attractive digital marketing content to attract the market sector of each product with each target. Content is one of the important elements in the sales process, especially the marketing process, because it contains various information about the product and as a medium for affirming information about the product to be sold. The information can be provided with our innovation and creativity by packaging it into interesting content to be an important goal in achieving success in the digital marketing process. In addition, participants are invited to practice directly in the production process activities, in this case the material for processing feed for livestock.



Picture 1. Feed processing entrepreneurship training materials



Picture 2. learning to create marketing content

The next step is to provide educational material on financial management steps. This activity is an important thing that participants apply in entrepreneurship in order to manage a business with good financial and

documented in an orderly manner. Calculation of business capital, profits earned, payables, receivables and so on. Financial reports can provide information on whether the business is running well or not, so that monitoring and evaluation can be carried out where the effectiveness and efficiency of the business has been carried out according to plan or not.

In this step, we help participants to explore and educate about marketing using social media and e-commerce with a variety of options, so we suggest several social media with user friendly from the start using business email, account accounts for businesses that can support further entrepreneurial activities.

The fourth activity, the community service team assists in optimizing the digital marketing process, after marketing practices using various social media, one of which is live shopping, the team helps participants to evaluate the activities that have been carried out, it is hoped that it can further help develop the marketing process with a contemporary and good appeal so that many consumers are interested.

In the final step of this community service program, we as a community service team help assist participants to be able to process by minimizing obstacles through sharing and discussion over time. This final activity was carried out for 1 week.

CONCLUSION

This activity went well and smoothly. This community service activity is expected to bring benefits and can be carried out as a sustainable and integrated activity with the development of digital-based entrepreneurial businesses, so that young entrepreneurs can share

experiences and share about the development of each business they manage with the community service team. The community service team in this activity is committed to continuing to motivate, assist even though this community service activity is over. We hope that the community service team in this activity can provide solutions to the problems that participants face in entrepreneurship later, so that it can help participants in running their future businesses with enthusiasm, with minimal obstacles and business success.

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