

INTRODUCTION TO INDUSTRY-BASED ENTREPRENEURSHIP PROGRAMS CREATIVE FOR ORPHANAGE STUDENTS SUSTERAN ALMA SIMALUNGUN

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Abstract

Entrepreneurship also creates and provides products that can be more valuable and useful to meet the needs and desires of society. Creativity and innovation are important elements in entrepreneurship. Over the past few years, entrepreneurship has become one of the topics discussed in the learning process of students at various levels, both at the primary, secondary, and tertiary education levels. Awareness to develop creativity and innovation from a young age has increased. Basically every child is born with creative potential. Therefore, children need to be guided and directed to develop their creative potential optimally. Entrepreneurial activities that have been carried out by students JUNIOR HIGH SCHOOL Alma Simalungun Orphanage is market day. But so far, these activities have only been in the form of buying and selling activities within the school environment. Therefore, the Orphanage of the Sisters of Alma Simalungun also sees the importance of introducing the business world for students, considering that so far the students still do not really understand the essence of entrepreneurial activities.

Keywords : *Entrepreneurship, Creative Industries, and Orphanages*

INTRODUCTION

The declaration of the National Entrepreneurship Movement since 2011 by the Government of Indonesia has encouraged the emergence of entrepreneurship development activities in various fields, both by the government, the public and the private sector. One of the objectives of education and organizing these entrepreneurial activities is to increase the number of entrepreneurs in Indonesia in order to realize a reliable Indonesian economy in the future. Through these entrepreneurial activities it is expected to create new entrepreneurial candidates. Psychological characteristics, such as decision-making and self-confidence, can also be developed through these activities. Thus it is hoped that the desire to become an entrepreneur can be further increased. In addition, the development of entrepreneurial characteristics at various levels of society and at various levels of education is expected to be able to produce superior individuals with entrepreneurial characteristics, namely being creative and innovative, having high self-confidence, daring to take risks, and always being result-oriented (Jayalakshmi & Saranya, 2015).

There are movements and entrepreneurship programs that continue to be held, so in recent years, the number of entrepreneurs in Indonesia has shown an increase, especially for young entrepreneurs. There are already many young people who are moved and motivated to become entrepreneurs by creating a product or business that is creative and innovative. Entrepreneurship is a creative and innovative ability that forms the basis, tips and resources for seeking opportunities to achieve success (Hasanah, 2015). Entrepreneurial activity has a very close relationship with creativity. Creativity is a mental process carried out by individuals in the form of new ideas or products or a combination of the two which will eventually stick to themselves (Rachmawati, 2005; in Destiani et al, 2016). Entrepreneurship is the spirit, behavior, and ability to provide a positive response to opportunities for profit, both for oneself and others (Hasanah, 2015). Entrepreneurship also creates and provides products that can be more valuable and useful to meet the needs and desires of society.

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at various levels, both at the primary, secondary, and tertiary education levels. Awareness to develop creativity and innovation from a young age has increased. Basically every child is born with creative potential. Therefore, children need to be guided and directed to develop their creative potential optimally. In an effort to develop creativity through entrepreneurship programs, positive activities that contain creative ideas are needed. One of the positive activities held by partners in community service activities, in this case is Alma Simalungun Orphanage located at Jl. Kemiri Raya No. 293, Pantoan Maju, Kec. Siantar, Simalungun Regency, North Sumatra 21151, Indonesia. Phone number: (0622) 7551757 is an entrepreneur study program. The entrepreneur study activity is an introduction to the entrepreneurship program for students at the school. The theme of the entrepreneurial study activities carried out this semester is the introduction of creative industry-based entrepreneurship programs.

IMPLEMENTATION METHOD

In designing this PKM activity, the Efarina University PKM Team implemented several methodologies, including literature studies on various fields of knowledge related to the implementation of entrepreneurship learning in schools. In addition to conducting literature studies, the team also conducted in-depth interviews with important parties, both representatives from the school and several experts in the field of entrepreneurship education, in order to find out the main problems that the Efarina University PKM Team could help find a solution for. The first stage of implementing the activity is conducting in-depth interviews, which are the process of obtaining information by conducting face-to-face debriefing between the interviewer (PKM team) and the respondent or person being interviewed (the school, in this case the principal and counseling teacher (Career Guidance)).

The second stage is to study relevant literature from various sources on the topic of entrepreneurship, especially those related to the creative industry or economy. The third stage is Develop plans for seminars and workshops. The seminar is intended to introduce the concept of entrepreneurship to students. In addition, they were also given knowledge about the creative industry which is currently the mainstay of the government's program in improving the Indonesian economy. At this stage the PKM team compiled material in the form of a video that would be shown to Al Jannah students. The fourth stage is implementation of PKM activities. The implementation of the activity was initially planned between January 30 - February 3 2023, to coincide with the implementation of the entrepreneur study event. However, due to the change in the learning system to online learning (home based learning), the new activity could be carried out on July 15 2020. The activity was changed to Virtual Foodtech by showing a video about culinary business to students. The fifth stage is activity evaluation. At this stage, the implementation of seminars and workshops will be evaluated through a survey in the form of a Google form filled out by activity participants. The sixth stage is the preparation and submission of activity reports. At this stage, all activities and documentation are prepared in the form of an activity report..

RESULTS AND DISCUSSION

The Susteran Alma Simalungun Orphanage assigned students to watch videos that were shared through the Whatsapp group for grades 7, 8 and 9. The videos that had been made by the PKM team were shared as part of student learning activities and the Virtual Foodtech program which is a routine school program every semester. Foodtech programs are usually held in the form of workshops at schools. But because the Covid-19 pandemic situation required schools to be held offline, this time the form of the activity was summarized in videos that were studied by students and then students practiced at home themselves. After watching the Virtual Foodtech video, students were also asked to fill out a questionnaire via the Google form link as an activity

evaluation. This evaluation form contains student profiles, evaluation of the material presented, evaluations related to the entrepreneurship program, as well as suggestions for further activities. Evaluation of PKM activities in detail can be seen from the student responses in the questionnaires distributed. Responses were divided into student profiles, PKM material evaluations, and general suggestions.

Regarding the material presented in the PKM video, students provide evaluations in terms of clarity of material, benefits obtained, skills acquired, and entrepreneurial interest. In the statement regarding "The video shown is interesting", there were 28 students who stated Strongly Agree, 43 students Agree and 36 students Neutral and 1 student Disagree. At the end of the evaluation, students are also asked to provide general suggestions regarding PKM activities and what materials they expect in the future. Students said that in general the material presented was quite good and useful, the way the material was presented was good and easy to understand. The materials suggested for the following activities include how to start a business, materials on creativity, how to become a successful entrepreneur, how to make attractive advertisements, marketing techniques, as well as strategies to get customers. The types of outputs that will be produced in this activity include transferring knowledge related to the concept of entrepreneurship, developing business ideas and also conducting business simulations. The mandatory output to be produced is an article for publication in a scientific meeting forum (seminar on community service activities) organized by Efarina University.

CONCLUSION

In general, this activity went well, although there were obstacles in its implementation. All participants gave positive responses which were obtained by filling out the Google form. In the future PKM activities with this method can be carried out with the same or different partners. The topic of PKM activities can be expanded according to the scientific background of the PKM team and the needs of partners.

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