

## KNOWING YOUR POTENTIAL IN APPLYING EARLY ENTREPRENEURIAL ACTIVITIES

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### Abstract

Entrepreneurship is an activity that creates new jobs. This Community Partnership Program offers several approach methods that can help attract enthusiasm for studying, namely by carrying out socialization methods about early entrepreneurship. This can later become motivation and provision for friends at the orphanage so they can start building a business from an early age. Entrepreneurship training activities for the community at the Al-Jufri Orphanage are generally going well, this is shown by the growing spirit, motivation and creativity of the Al-Jufri Orphanage to explore potential business ideas and the creation of new business plans that will be developed by the orphanage. Al-Jufri's care.

**Keywords:** *Entrepreneurship; community service; training*

### 1. INTRODUCTION

Entrepreneurship is an activity that creates new jobs. Opportunities must also be utilized as best as possible to gain big profits. Entrepreneurship comes from the word entrepreneur which means someone who has innovative and creative ideas in preparing, developing and determining the type of employment that will be created. Entrepreneurs can be said to be people who create a job or business. Meanwhile, entrepreneurship is a person's process or activity in managing a job or business. Entrepreneurship is concerned with the ability to create added value, whether through the development of new products or services, the discovery of efficient ways of meeting customer needs, or innovative solutions to specific problems. An entrepreneur must often be willing to take risks, both in financial and operational terms. The courage to face uncertainty and risk is an integral part of entrepreneurship. Entrepreneurship is often associated with innovation, namely the ability to create something new or improve what already exists. Innovation can involve changes in products, processes, or business models. Entrepreneurs must be able to manage available resources, including time, money, labor, and technology, efficiently and effectively to achieve their business goals. Entrepreneurship also involves a deep understanding of customer needs and wants. Success in business is often related to the ability to provide value to customers and understand the market well. The business environment is always changing, and entrepreneurship requires flexibility and adaptability to adapt to changes in markets, technology, and regulations. Entrepreneurs often have a spirit of independence and initiative. They may create their own businesses or develop new ideas within existing organizations.

From a survey conducted by the community service team to the parties Orphanage "Al-Jufri Orphan Palace" rarely receive entrepreneurship training, even though entrepreneurship has an important role in increasing job opportunities (Arsyad, Himawan, & Adam, 2015), (Ranto, 2016), (Hadipermana, 2009) so Orphanage "Al-Jufri Orphan Palace" hope that there will be training to increase understanding. The material presented includes the basic concepts of MSME entrepreneurship. Understanding the basic concepts of weak marketing. Many MSMEs have a weak marketing concentration (Wibowo, Arifin, & Sunarti, 2015). The craftsman group's understanding of basic marketing concepts is still very weak so product sales are still very low. Based on the problems faced by Mitras, the objectives of implementing this PKM are: 1. Providing

training and presenting material related to the basic concepts of MSME entrepreneurship. With this entrepreneurship training, it is hoped that participants will be able to run a business by taking advantage of various existing opportunities. 2. Providing training and presentation of material related to basic marketing concepts. With this marketing training, it is hoped that participants will be able to utilize various marketing networks. existing to increase product sales.

## 2. IMPLEMENTATION METHOD

### Activity Location

This Community Service is located at the "Al-Jufri Orphanage Palace" in the Old Village of Patam Lestari, Patam Lestari Village, Sekupang District, Batam City.

### Target audience

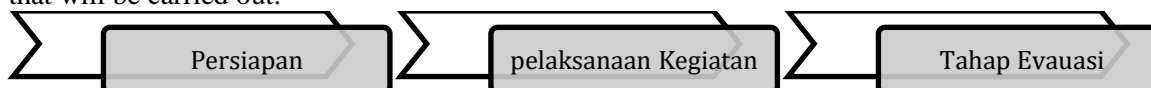
The target audience for this community service activity is the children of the Al-Jufri orphanage, Sekupang, Batam City. The people invited to this service activity were children at the Al-Jufri Orphanage, Sekupang, Batam. The participants consisted of children aged 10 – 15 years.

### Type of activity

In building the enthusiasm for learning of Al-Jufri Orphanage friends to be successful in the world of education and post-education. So in this Community Partnership Program, several approach methods are offered that can help attract the spirit of entrepreneurship, namely by carrying out socialization methods about early entrepreneurship, which can later become motivation and provision for orphanage friends so they can start building businesses from an early age.

### Stages of activity

Community Partnership Program Implementation Activities are divided into three stages, namely preparation, implementation and monitoring stages. The following are details of each stage that will be carried out:



1. Preparation phase
  - a. Preparation of extension and training work programs  
Preparation of outreach programs and training work programs so that the activities carried out are more organized and focused. This program covers all matters of a technical, managerial and scheduling nature.
  - b. Preparation of training modules  
The management module includes mentoring, handling and continuous counseling techniques. Preparation of training facilities and infrastructure. This preparation includes the provision of facilities and infrastructure for training and counseling.
  - c. Field Coordination  
Field coordination will be carried out by the Team. Socialization of this Partnership Program is carried out at the activity location, namely according to the area that will be agreed upon. This socialization activity will be carried out for a full day so that there is an understanding and common perception about the objectives of the previously planned activities.
2. Implementation Stage
  - a. Opening
  - b. Presentation of material
  - c. Closing

3. Evaluation Stage

Monitoring and Evaluation Stage. Monitoring is carried out intensively by the implementing team every time an activity takes place to ensure that the implementation of the activity can go according to plan. Evaluation is carried out in line with monitoring, so that if there are problems they will be resolved immediately. Evaluation is carried out at each stage of the activity, while the evaluation design contains a description of how and when the evaluation will be carried out, criteria, indicators of goal achievement, and benchmarks used to declare the success of the activities carried out.

**3. RESULTS AND DISCUSSION**

**Implementation of Community Service Activities**

Entrepreneurship training activities for the community at the Al-Jufri Orphanage have been carried out for two days with the following schedule of events:

Table 1. Implementation of Activities

No	Implementation	Material	Time
1	Uniba PKM Team	Opening and remarks from the head of the service team	09.00-09.15
		Fostering an entrepreneurial spirit and motivating participants "exposure to the topic of being an entrepreneur is fun"	09.15-10.15
		Achievement motivation & increase creativity	10.15-10.35
		Action oriented	10.35-11.15
		Entrepreneurial mindset	11.15-12.00
		ISHOMA	12.00-13.00
2	UITM PKM Team	Prepare a business plan	13.00-14.00
		Business plan discussion (previously assigned to the participants)	09.00-10.00
		Presentation and evaluation business plan.	10.00-12.00



Figure 1 Implementation of PKM Activities

Entrepreneurship training for the Al-Jufri Orphanage was carried out in 2 days. The first stage was held on Tuesday from 09.00 to 14.00 which began with an opening by the Uniba PKM Team and continued with remarks by the head of the service team, namely Mr Dr Mohamad Gita Indrawan, ST MM. The next event was the provision of material by the UITM PKM Team with the material "Being an Entrepreneur is Fun". Next, the second material was about achievement motivation and increasing creativity as well as the entrepreneurial mindset. At the end of each material presentation session, training participants are given the opportunity to interact with the presenters by asking questions or ideas. The final session on the first day of the meeting was divided into groups to hold discussions to prepare a business plan. In this session, each participant was conditioned to form a group of 3-4 people. Each group was required to explore ideas for an entrepreneurial activity and discuss the preparation of a business plan.

#### **4. CONCLUSION**

Based on the results of community service activities at the Al Jufri orphanage, there are several conclusions that can be conveyed, including:

1. Entrepreneurship training activities for the community at the Al-Jufri Orphanage are generally going well, this is shown by:
2. The growth of spirit, motivation and creativity at Al-Jufri Orphanage to explore potential business ideas
3. A new business plan can be prepared that will be developed by the Al-Jufri Orphanage

#### **SUGGESTION**

Based on the results of community service activities at the Al Jufri Orphanage, there are several suggestions that can be made, including: Entrepreneurship training events for the community at the Al-Jufri Orphanage need to be held again involving more participants with more mature timing taking into account the suitability of the Al-Jufri Orphanage's activities. This is considering the importance of the entrepreneurial spirit that needs to be fostered in society at this time, to reduce the quite large gap between the number of workforce and the number of employment opportunities.

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