

SOCIALIZATION TO BECOME ENTREPRENEURS WITH DIGITALIZATION IN THE TEENAGERS OF AL-QAHHAR MOSQUE

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Abstract

In line with the times, technological advancements are happening more quickly in the digital age. Technology-related tools are not hard to come by. Sophisticated technology is used in almost all education, social, cultural, sports, economic, and political activities to help carry out each activity and solve a problem. The development of communication technology has affected the opinions of many individuals on a wide range of topics, including parenting. In the past, parents used to permit their kids to play classic games with other kids outside the house. But these days, parents are more likely to use digital devices as a gaming medium for their kids. Thereafter, a lot of parents are vying with one another to grant their kids access to and integrate digital technology into their lives..

Keywords: Digital Marketing; Technology; Entrepreneur; Teeneger

INTRODUCTION

The digital era is where technological developments are increasingly rapid in accordance with the times. Technological tools are not rare tools to find. Almost all activities related to education, social, cultural, sports, economics and politics always utilize sophisticated technology to search for information and help carry out each activity in solving a problem.

Advances in communication technology have influenced many people's views on things in everyday life, including views on parenting. In the past, parents still allowed their children to play outside the house with traditional games with other children. However, currently parents rely more on digital technology as a game medium for children. Many parents are then competing to give their children access to digital technology and put digital technology directly in their children's hands.

The use of social media for children should have an impact on the current digital economy. The digital economy is a phenomenon that has emerged in recent years related to micro, macro aspects, and organizational and administrative theory. This fact will explain the development and growth of the coming decades. From this incident, what was identified for the first time was e-commerce activity between companies and individuals, digital distribution of goods and services, support for sales of goods, especially systems and services that use the internet. It is hoped that teenagers can help in developing a creative and innovative digital economy.

Partner Problems

The problem that occurs with teenagers at the Al-Qahhar Mosque is that they still don't realize that the benefits of using digitalization on their gadgets can develop a business starting from an early age. Therefore, it is necessary to socialize to become an entrepreneur through digitalization

METHOD

The method of implementing Community Partnership Program activities to overcome the problems of Al Qahhar Mosque Youth partners is located at Jl. Setia Bangun, Sei Beras Sekata, Kec. Sunggal, Deli Serdang Regency, North Sumatra 20351 is introduction, training and monitoring.

RESULTS AND DISCUSSION

This community service activity was carried out on 14, 15 and 16 July 2023 at the Al Qahhar Mosque located at Jl. Setia Bangun, Sei Beras Sekata, Kec. Sunggal, Deli Serdang Regency, North Sumatra 20351. The activity process went well. The mosque youth welcomed the arrival of the PkM team. The results before implementing this activity are:

1. Al Qahhar Mosque teenagers understand about digitalization such as social media which has developed at this time
2. The need for expert competence for parents of Al Qahhar Mosque teenagers to provide direction in updating information on socialization to become entrepreneurs with digitalization



Figure 1. Socialization training

The results of this activity are as follows:

1. Teenagers at the Al Qahhar Mosque are given knowledge about information related to the importance of becoming entrepreneurs through digitalization and can practice it or put it into practice in their daily activities
2. From the results of providing knowledge, Al Qahhar Mosque teenagers were then given socialization training to become entrepreneurs using digitalization from accounting and management lecturers through Focus Group Discussions (FGD). Through this activity, results were obtained, including: Parents and teenagers received updated information regarding digitalization developments, especially for becoming entrepreneurs.

This shows that traders must be literate and able to change their selling style and use online media as a place to sell. Not to mention that nowadays there are lots of online shops that are often used by people and are very diverse. Therefore, this is a real challenge for traders and with their young age it is believed that the youth of BKM Al-Qohhar Mosque should be able to adapt much more quickly. Interest in trading must be fostered as early as possible, there is no need to think that selling requires large capital, you only need strong intention and determination, one example of trading that uses minimal capital is to become a re-seller, this can help young people to try start your business as early as possible. Therefore, this activity was held by academics from Universitas Medan Area and Universitas Pembangunan Panca Budi. They really care about the future of the next generation of children. Plus, according to Islam, we are taught to trade.



Figure 2. Activity by academics Universitas Medan Area dan Universitas Pembangunan Panca Budi

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