

BUILDING THE ENTREPRENEURSHIP SPIRIT OF STUDENTS THROUGH ENTREPRENEURSHIP TRAINING

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Abstract

The purpose of implementing community service is to learn the theory of entrepreneurship, to learn about entrepreneurial experience, To learn about practices in entrepreneurship. This community service was carried out on October 25-27, 2024, located at Dayah Bustanul Kiram, East Aceh Regency. The service was carried out flexibly, paying attention to and adjusting to conditions in the field (conditions and circumstances). Participants in the implementation of this community service were 15 students of Dayah Bustanul Kiram. From the Entrepreneurship Training activity, it became the first step in building the entrepreneurial spirit of Dayah Bustanul Kiram students. It is hoped that this program will be able to create students who not only have strong religious insight, but are also able to be economically independent through entrepreneurship. Thank you to Dayah Bustanul Kiram, participants, and the implementing team for their support and participation.

Keywords: *entrepreneurial spirit, training, entrepreneurship*

INTRODUCTION

In fact, community service activities are a manifestation of the knowledge possessed. In other words, a moral obligation for someone who has the ability (knowledge and finances) to help others (Junaid & Baharuddin, 2020). For a lecturer, community service activities are specifically mentioned as part of personal responsibility. This means that contributing or doing something in the midst of society is already his duty (Amaliyah, 2019). This happens, as a demand for the knowledge possessed. In addition, this community service activity is a follow-up to the mandate of the opening of the law, namely to educate and prosper the lives of the needs of many people.

As an educator, a lecturer not only teaches knowledge, but also practices knowledge, and one of them is through community service activities (PKM). Based on this, a community service activity was held with the theme "Building the Entrepreneurship Spirit of Santri Through Entrepreneurship Training". The theme was chosen because it was seen as having an urgency that was relevant to the current situation, especially among Dayah/Islamic Boarding Schools in East Aceh Regency in general and especially Dayah Bustanul Kiram. This is intended as a medium that can facilitate the board of students to learn about entrepreneurship. With this activity, it is hoped that the students will have knowledge and experience about entrepreneurship, so as to foster the spirit of Entrepreneurship.

In a study it is explained that fostering the spirit of Entrepreneurship requires efforts from many parties, especially oneself. Therefore, it is very appropriate to introduce the spirit of Entrepreneurship to students from an early age. Either through learning activities or trading with other people (entrepreneurs). This will slowly form an entrepreneurial mentality, which in time will encourage people to become entrepreneurs (Ismail, et, al., 2022).

Islamic boarding schools that are identical with the spirit of Islamic education, also identical in that they study Islamic laws, have now developed following contemporary currents in empowering their students. The researcher raised the title of this research based on an interest in understanding the importance of entrepreneurship since they were students. Basically, students already have entrepreneurial traits, namely independent traits and dare to take risks. However, due to the lack of creativity and skills of the students, a lot of free time is wasted. In fact, from now on, students must become subjects, no longer objects. Students must become actors, no longer guests.

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One way is to instill a strong entrepreneurial spirit in students, providing entrepreneurial space for students. This is to develop new innovations according to the needs of today's society.

LITERATURE REVIEW

Entrepreneurial Spirit

According to Suryana (2009), someone who has an entrepreneurial spirit has the following characteristics:

- a) Self-confidence, namely full of confidence, optimistic, committed, disciplined
- b) Taking initiative, namely being full of energy, agile in acting and active
- c) Have a motive for achievement, namely being results-oriented and forward-looking

From the description above, it can be concluded that Entrepreneurial Spirit is a person's independent spirit which then earns income by opening a business resulting from creativity, innovation, etc. and always has high optimism in doing everything. Then in this study, the entrepreneurial spirit indicator refers to Suryana's opinion because it includes all the indicators that have been explained above and in accordance with the research conducted by the researcher, namely: Self-confidence, Initiative, Having a motive for achievement, Having a leadership spirit, Like challenges. In a study it is explained that the entrepreneurial spirit is a personality. Namely, a life trait that is needed in running a business (Hamzah, 2020). For example, a friendly attitude, patient, agile, thorough, careful, responsive, and so on. These traits are non-material basic capital that contribute greatly to the running of a business or not.

Training

According to Veithzal Rivai (2006) training is a systematic process to change employee behavior in achieving organizational goals related to employee skills and abilities to carry out work. The best training method depends on various factors. Based on Veithzal Rivai's explanation, in conducting training there are several factors that influence, namely instructors, participants, materials, methods, training objectives, and a supportive environment. There are several factors that need to be considered and play a role in training, namely:

- a. Cost-effectiveness
- b. Required program materials
- c. Principles of learning
- d. Accuracy and suitability of facilities
- e. Abilities and preferences of training participants
- f. Training instructor's abilities and preferences

Entrepreneurship

In simple terms, entrepreneurship means the ability to trade. However, definitively, entrepreneurship is defined as the ability to produce products, sell products, and build your own market share (Fanny, 2020). Based on this understanding, business is not just about selling, but requires many abilities, at least being able to produce a product, being able to sell the product to consumers, and being able to establish good relationships with customers (Aziz, et, al., 2020).

More broadly, entrepreneurship involves aspects of business management. This means that it requires the ability to manage a business on an organized scale (Hidayat, 2020). For example, organizing products (production, storage, shipping), organizing employees (who is placed where, and does what), and organizing consumers. In the field of consumer organizations, business actors are required to be proficient in developing marketing strategies, for example providing discounts or price cuts to increase purchasing interest, presenting a technology-based sales system to make it easier for consumers to transact, providing gifts (such as cash back, buy 2 get 1, and vouchers), setting friendly and responsible service standards.

METHOD

This community service was carried out on October 25-27, 2024, located at Dayah Bustanul Kiram, East Aceh Regency. The service was carried out flexibly, paying attention to and adjusting to conditions in the field (conditions and circumstances). Participants in the implementation of this community service were 15 students of Dayah Bustanul Kiram.

RESULTS AND DISCUSSION



Figure 1. Group photo with Dayah Bustanul students

Activity Results

Community service activities are carried out in the form of theory and practice, community service is carried out in several stages according to Figure 2 Implementation Stage Diagram.

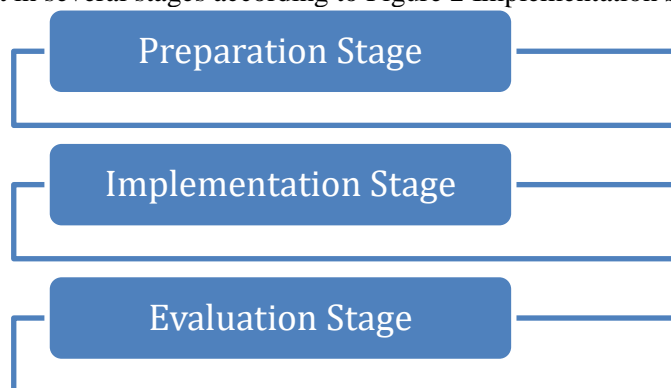


Figure 2 Diagram of Implementation Stages

1. Preparation Stage

- Coordinate with Dayah Bustanul Kiram to determine the training schedule and needs.
- Develop entrepreneurship training modules that cover basic entrepreneurship theories, small business management, and practical case studies.
- Prepare training tools and materials, such as projectors, presentation media, and entrepreneurial practice materials.

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2. Implementation Stage

The training was carried out for 3 (three) days with the following agenda:

Day 1:

- Session 1 : Opening and introduction to the importance of entrepreneurial spirit.
- Session 2 : Entrepreneurship basics: motivation, character, and mindset of successful entrepreneurs.

Day 2:

- Session 3: Business Opportunity Identification Techniques: market analysis, SWOT, and innovation.
- Session 4: Business Plan Preparation Practice.

Day 3:

- Session 5: Simulation of small businesses based on local potential.
- Closing and evaluation of activities.

3. Evaluation Stage

- Using a questionnaire to determine the level of understanding and satisfaction of participants.
- Conduct group discussions to obtain input regarding the implementation and benefits of training.

The results and impacts of this activity are increased understanding, increased skills, motivation and commitment to sustainability, for more clarity, see Figure 3.

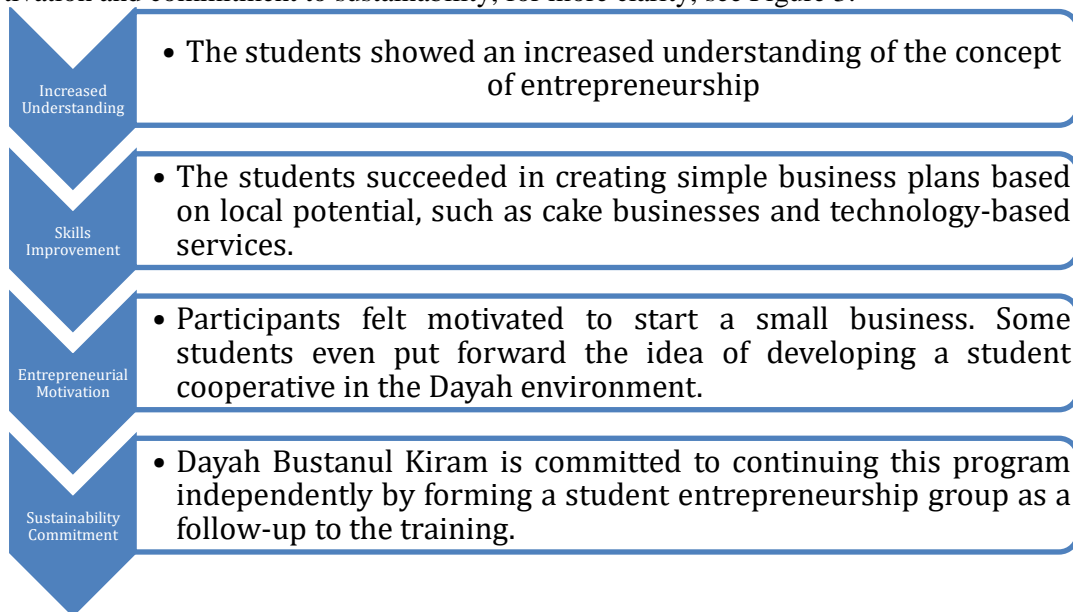


Figure 3 Results and Impact of activities

CLOSING

Conclusion

From the Entrepreneurship Training activity, it became the first step in building the entrepreneurial spirit of Dayah Bustanul Kiram students. It is hoped that this program will be able to create students who not only have strong religious insight, but are also able to be economically independent through entrepreneurship. Thank you to Dayah Bustanul Kiram, participants, and the implementing team for their support and participation.



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