

ENTREPRENEURSHIP: *Soft Skill of Life*

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ABSTRAK

Ketika seseorang menjadi dewasa, maka sesungguhnya ia telah menjadi orang yang merdeka atas dirinya. Maka konsekuensi menjadi orang dewasa adalah, menjalani kehidupan dengan keringatnya. Oleh karena itu, diperlukan persiapan untuk menjadi kehidupan mandiri, salah satunya adalah dengan memiliki keterampilan bertahan hidup, yakni berbisnis. Kegiatan pengabdian ini dilakukan sebagai salah satu kepedulian akan kehidupan masyarakat sekitar, khususnya para remaja, untuk memberikan informasi dan keahlian yang dapat berguna bagi kehidupannya di masa mendatang. Kegiatan pengabdian ini berisi kegiatan belajar, latihan dan praktek berwirausaha, sehingga membantu para remaja memahami konsep dasar mendirikan suatu bisnis. Kegiatan ini dilakukan di Kecamatan Pamulang (Tangerang Selatan), dan yang menjadi peserta kegiatan adalah para remaja di perumahan Reni Jaya. Kegiatan dilakukan selama tiga hari, dengan agenda belajar teori, belajar praktek, dan berbagi pengalaman dari para pelaku usaha. Secara nyata, kegiatan ini melahirkan semangat untuk berwirausaha, hal ini terlihat pada antusiasnya peserta di dalam mengikuti kegiatan, banyak bertanya, dan seksama mengikuti kegiatan. Selain itu, kegiatan ini dapat menambah ilmu, pengetahuan, dan minat para remaja akan mendirikan usaha sebagai salah satu cara menjalani kehidupan di kemudian hari.

Kata Kunci: Belajar, Berlatih, Praktek, Bisnis

ABSTRACT

When a person becomes an adult, then in fact he has become a person who is independent of himself. So the consequence of being an adult is, to live life with the sweat. Therefore, preparation is needed to become an independent life, one of which is to have survival skills, namely doing business. This service activity is carried out as a concern for the life of the surrounding community, especially teenagers, to provide information and expertise that can be useful for their lives in the future. This service activity contains learning activities, training and entrepreneurial practice, thus helping teenagers understand the basic concepts of establishing a business. This activity was carried out in Pamulang District (South Tangerang), and the participants in the activity were teenagers in the Reni Jaya housing estate. The activity was carried out for three days, with an agenda of learning theory, learning practice, and sharing experiences from business actors. Obviously, this activity creates enthusiasm for entrepreneurship, this can be seen in the enthusiasm of the participants in participating in activities, asking lots of questions, and being careful in participating in activities. In addition, this activity can

increase the knowledge, knowledge, and interest of young people in establishing a business as a way to live their lives in the future.

Keywords: Learning, Training, Practice, Entrepreneurship

INTRODUCTION

In the digital era, everything is made efficient, including the use of human labor. The impact is that there is a high unemployment rate. BPS notes that more than 30% of the unemployment rate is caused by the narrowing of jobs, especially the highest unemployment rate is mostly from the education force at 9%. This condition needs to be addressed by all parties, especially the community itself. How can you see the various challenges and limitations you have in order to survive in the midst of economic pressure. It is necessary to find ways and solutions to solve it, including equipping oneself with entrepreneurial knowledge.

Aidis, et al (2008) argued that entrepreneurial skills should be owned by everyone. Considering that their activities are closely related to daily life, many people are even born into entrepreneurial families. Thus, if the worst thing happens to someone, for example failing in education, there are things he can do, namely become an entrepreneur or a trader. Thus, no bad things happen, it can actually reduce the unemployment rate. Awogbenle & Iwuamadi (2010), many parties are needed to be involved in order to create an entrepreneurial spirit, but the role of parents is the most central. The extent to which they have a strong desire to educate and teach entrepreneurship from an early age (Lee, et al 2007; Arogundade, 2011; Tambunan, 2009).

Indonesia's advantages are large demographics and geographies, so it is certain that the population is an advantage in deciding to become an entrepreneur, especially in the digital era, everything is open and easy to reach. Therefore, this great opportunity must be taken advantage of by taking on the role of a business actor. However, it is realized that being a business actor is not as easy as turning your palm.

Sufficient resources are required including self-readiness, knowledge, experience and costs. The purpose of this Community Service is a form of the implementation of the Tri Dharma of Higher Education, where each teaching staff must be beneficial to the surrounding environment. The participants of this PKM are the people in the Reni Jaya Complex RT 9/14 and partners of UMK Ayam Geprek and UMK Pecel Pamulang.

Before a service is carried out, first a situation analysis or environmental analysis is carried out which can enable the lecturers to find out what actions are most appropriate both in its implementation and in determining the PKM method strategy. Thus, it is hoped that a good community service will be carried out. The implementation method is in the form of education, *sharing* and business practices at the location of UMK Partners.

This method is proposed based on the situation analysis that has been carried out, in particular looking at the characteristics of the potential participants. How can the participants be enthusiastic in participating in these activities, which hopefully in each activity will provide benefits for a better life in the future. From this activity an output will be made in the form of reports and scientific journals which will be published in January 2020.

Entrepreneurship is an economic activity that requires soul, knowledge, ability (expertise), costs, facilities, energy, time, and all the things that are needed (Tambunan, 2007). Because many things are needed, entrepreneurial activity cannot be viewed simply because the losses are certain, while the probability of success cannot be determined (Kuzilwa, 2005). Therefore what is needed is to get involved in various business activities, either alone or following other people (family, friends, or neighbors) (Nkechi, et al., 2012).

In addition, learning about entrepreneurship is the second step. When a person has a feeling of trading / business, then he needs knowledge of entrepreneurship. Namely studying the basic concepts of entrepreneurship, managerial, finance, marketing strategies, production, service and so on. So that when he tries to trade / business he can overcome competition (Abimbola & Agboola, 2011; Mathew, 2010; Thaddeus, 2012).

The follow up of learning is practice or *practice*. Supposedly, a beginner must first learn to trade with other people. Starting from the lightest to the heaviest. Students how to deal with customers, how to respond to consumers, how to present, how to recognize customer characteristics, how to produce, recognize market segmentation, what actions are required by a trader / entrepreneur. With a lot of practice, a person will have high confidence and focus, so that a sharpened soul and knowledge can be synergized with experience, thus giving birth to a good business practice. Hussain et al (2014) stated that practice is the last step in testing the entrepreneurial spirit and

knowledge possessed. The extent to which the business spirit can develop so that it can overcome useless self-problems. Then the extent to which knowledge can be effectively applied, with complex circumstances, with diverse customers, with fierce competition, with prices that are difficult to control, with materials that are expensive and difficult, and with other factors that interfere with business development.

METHOD

The method of this activity is in the form of entrepreneurial practice, namely by coming directly to the place of the business partner, but with a little provision of academic knowledge and concepts. As a succession of these activities, an activity plan is prepared first, including:

1. Preparation

Stage The preparatory stage includes:

- a. Develop concepts, programs and implementation procedures
- b. Determine the location and participants
- c. Communicating with potential participants, collecting data and submitting requests for permits to local officials.
- d. Communicating with partners as a practice location.
- e. Preparing PKM proposals

2. Training Implementation Stage

- a. Visit the location of business partners according to schedule
- b. Conducting activities according to random events

3. Training Methods

Conducting entrepreneurial practice using lecture methods (theoretical explanation by the lecturer with 15 minutes), interactive dialogue (partner explanations and questions and answers), and practice (making a product that is in a business partner).

Process of Activities

This community service activity is carried out by means of surveys (preparation stage), training and demonstrations. This activity was carried out at the Reni Jaya Complex RT 009/014 Pondok Petir Pamulang, South Tangerang. Activities began with conducting a field survey for the work plan formulation stage. This survey activity was carried out in order to identify problems that exist in RT 009/014 Reni Jaya which

solutions can be found through community activities. The lecturers who carried out this survey were as follows:

1. The survey activity resulted in an agreement on the results of discussions with community leaders and RTs, namely:
 - a. Conducting entrepreneurial activities involving all residents of RT 009/014 Reni Jaya who interested in following, especially teenagers.
 - b. Involving MSE business partners in its implementation, especially MSEs around RT 009/014 Reni Jaya.

Furthermore, this community service activity is scheduled to be held on November 1, 2019 - November 03, 2019, where each lecturer has their own role.

2. In charge of identifying and coordinating both with the community of RT 009/014 Reni Jaya and with business partners, collecting data needed in implementing PKM. This process is carried out by direct discussion with the community and UMK partners to ensure readiness. In addition to playing a role in the preparation stage, the main role played at the time of implementation is as a guide / moderator who arranges random events and presenting materials related to entrepreneurial management.
3. Compiling proposals and Community Service reports, as well as preparing the equipment and materials needed. In addition, the lecturer concerned becomes a speaker in providing entrepreneurial motivation. The main target is to develop a spirit of entrepreneurship, namely through video screenings and presenting examples of successful entrepreneurs.
4. In charge of managing UMK participants and partners during the implementation of Community Service, including compiling the required budget, as well as preparing presentation materials, questions, video visuals, and other props needed during the implementation of Community Service. In addition, the lecturer concerned has the role of delivering material, especially in the field of financial management. In his part, the lecturer in question explains what things are needed in calculating, compiling and reporting all activities in the form of financial reports, so that it is known whether the business that has been done has paid off or not, has been profitable or detrimental, has opportunities or not and so on. , thereby facilitating business actors in making decisions.

DISCUSSION

Demographic Analysis

RT 009/014 located on Jalan Raya Bratasena Reni Jaya Kel. Pondok Benda Pamulang, with territorial boundaries as follows:

In the north, bordering RT 008/014

In the south, it is bordered by the Pamulang Villa Complex

West side is bordered by RT 010/014

In the east, it is bordered by RT 006/014.

Its strategic location makes the area quite dense with various community activities, such as shops, small and medium enterprises, MSEs, education, markets, and so on. With these advantages, it is very appropriate to carry out human resource development in the community (RT 009/014 Reni Jaya), in order to optimize the potential and opportunities they have, and have an impact on a better life.

Population Analysis

community in RT 009/014 is 40 families with a total of 140 people. The large number of residents is also an advantage in itself, where good community governance is needed. For example by promoting religious values with various worship activities (recitation, the Prophet's birthday, sacrifices, etc.), promoting social values with various citizen activities (such as independence day activities, environmental clean-up, etc.), promoting prosperity. residents with various economic activities (such as opening grocery stalls, selling nasi uduk, selling satay, selling soup, etc.), and including preparing the easy generation of RT 009/014 Reni Jaya.

Profession Analysis

As for the characteristics of the community, most of the male parents work as private employees, while the mothers work as housewives. However, the current situation is around 85% of parents have retired due to old age. Therefore, there is hope from parents that young people in RT 009/014 can make the best use of their time by participating in various useful activities in the future, one of which is participating in entrepreneurship training.

Problems Analysis

The problems currently being faced by the community of RT 009/014 Reni Jaya, especially the younger generation, are as follows:

1. A lot of time wasting with HP / *Gadgets*.
2. Some children easily work as motorcycle taxis *online*.
3. Some children easily do not work.

Implementation of Activities

Based on the information above, a simple idea can be put in the form of entrepreneurship training with the theme: MUDA MANDIRI ENTREPRENEURS: *Learning, Sharing & Practice*. By carrying out the concept of independent young entrepreneurs, this program prioritizes getting direct entrepreneurial experience, therefore, so that the idea can be implemented properly, a partnership concept is presented with UMK Ayam Geprek and UMK Pecel Pamulang.

Implementation of community service in the Reni Jaya RT 009/014 area involving 28 participants. Consisting of 7 children, 2 UMK actors, and 19 communities (young people and parents). The service was carried out for 3 days, starting from Friday 01 November 2019 - Sunday 03 November 2019. During the service, treatment was carried out in an adaptive way according to age.

1. Children

The treatment or approach that is carried out from the first day to the third day is practice. Where the children were immediately invited to practice the packaging was a game. They are given the freedom to make *ice chees* and chicken geprek as they like, as long as they enjoy the training. This method is done to ensure children can enjoy the training without realizing it, namely through game packaging. However, at certain moments the terms entrepreneurship are inserted, so that the educational side remains. For example, while they were making Mozzarella Cheese Geprek Chicken, they were taught how to make a good dough while introducing the type or name of the dough used, so that the material about making quality products is conveyed.

From the results of this dedication, some interesting things about entrepreneurship in children are known, including:

- a. Children enjoy learning business in the way they want. Even there are many things that children do not realize, actually their curiosity has driven their attitude to want to learn anything with a note that learning is fun, whether using the method of play, story, or competition.

- b. It is realized, even children are more enthusiastic in learning than adults. This is an opportunity to provide knowledge and experience, so that from an early age a trading or entrepreneurial habit has been developed.

2. Adults

The method or method of entrepreneurship training for adults is 20% knowledge, 50% practice, and 30% discussion (question and answer). This method is powerful enough to encourage participants to learn business / trade. Before that, it should be noted that 80% of the participants today do not have a business / trading background, while 5% were born in merchant families and 15% are retirees. From the results of the training, several things were known, including:

- a. Participants who were retired and participants who were housewives.

The enthusiasm for learning was very high, but many things were complained about, namely related to capital and what type of business to do. Given, the existing budget (results during work) should not be lost in vain, it is better to use it for survival. Moreover, most have tried but failed.

In the training session, it was explained that the fundamentals of entrepreneurship or being a trader, namely having a trading spirit / business. This means that the solution presented is to explain how the participants must have a business spirit. Where the business spirit never gives up with losses or bad circumstances, they always try, they always seek out things that are less pleasurable, they improve the quality of products and services, etc. If we give up, then in fact we have no business spirit, and it is better to stop the trade, because it will only waste capital.

- b. Participants with traders' backgrounds

Participants with traders' backgrounds have deficiencies in terms of knowledge, particularly regarding management and information. They feel that their business spirit is better, but have difficulty finding products that are right for consumers, are not very familiar with the concept of selling *online*, are confused about finding distributors who sell cheaper products, etc.

CONCLUSION

Community service activities with the theme MUDA MANDIRI ENTERPRISES: *Learning, Sharing & Practice* are welcomed by the community. It is known that there are many obstacles faced, the first is related to the spirit of business. It was realized by many participants that they do not have the character of traders who patiently wait for consumers, who do not complain if no one buys them, etc. They realize that being a business is a talent that must be learned from childhood.

In addition, knowledge and capital are the biggest obstacles in business execution. Without both, people realized they could never do business. Moreover, the difficulty of applying for a bank loan makes hopes fade. Public ignorance of the correct way of trading causes doubts and fears to arise. Therefore, the community expects there are parties who can help increase knowledge and capital networks.

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