

Being Creative Early on is the Main Capital for Entrepreneurship

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ABSTRAK

Menjadi pedagang tidak mudah, apalagi menjadi pengusaha, sangat sulit. Sejatinya kemampuan berdagang atau berbisnis adalah salah satu keterampilan hidup yang harus dimiliki. Pasalnya, kompetensi berbisnis adalah satu dari dua keterampilan hidup, oleh karenanya setiap dari kita wajib mempelajarinya. Kegiatan pengabdian kepada masyarakat ini dilakukan sebagai salah satu kontribusi dunia akademis terhadap kehidupan masyarakat. Secara prinsip, kegiatan ini adalah salah satu bentuk nyata dari teori yang dipelajari semasa kuliah. Metode yang digunakan dalam kegiatan pengabdian adalah edukasi dan diskusi. Pada bagian edukasi, disampaikan penjelasan tentang bagaimana menjadi orang yang kreatif dan inovatif, sehingga dapat menjadi pengusaha atau pedagang yang handal. Sedangkan pada tahap diskusi, disampaikan pengalaman dari pelaku usaha. Akhir dari kegiatan ini adalah memotivasi para peserta untuk dapat menggali minat dan bakatnya, serta mencari wawasan tentang berwirausaha dengan melihat kegiatan-kegiatan bisnis yang ada di tengah-tengah masyarakat.

Kata Kunci : Kreatif, Inovatif, Wirausaha

ABSTRACT

Being a trader is not easy, let alone being an entrepreneur, is very difficult. Indeed, the ability to trade or do business is one of the life skills that must be possessed. The reason is, business competence is one of two life skills, therefore each of us must learn it. This community service activity is carried out as one of the contributions of the academic world to people's lives. In principle, this activity is one of the real forms of theory learned during college. The method used in service activities is education and discussion. In the education section, an explanation is given about how to be a creative and innovative person, so that they can become a reliable entrepreneur or trader. Meanwhile, at the discussion stage, experiences from business actors were presented. The end of this activity is to motivate the participants to be able to explore their interests and talents, as well as seek insight into entrepreneurship by looking at business activities that exist in the Community.

Keywords : Creative, Innovative, Entrepreneurial

INTRODUCTION

Creativity is a very important thing in this modern era (Wahyu & Salam, 2020). With creativity, it will produce various kinds of innovations and new developments in life (Sauqi, 2021; Ningrum, 2017). Creative itself is the basis of a person to cultivate himself always in a dynamic position. Therefore, to grow new ideas and ideas is always

the first step by motivating and stimulating (Wijaya, Wulaningrum, & Kartika, 2021; Putri, 2017). In the case of practicing creativity, it can be trained by making crafts, crafts are the result or work of hands (crafts) which are usually in the form of training. One of the crafts that can be done, namely on crafts that can be made from beads, is making rings, bracelets and also mask connectors which are very much needed during a pandemic like this for fastening the sides of masks, usually useful for women who wear hijab.

In addition, creativity also has a relationship with entrepreneurship, namely by capitalizing on the creativity it has so that it is able to create a good work or result and can be traded so as to generate income that encourages better economic conditions during difficult conditions like this (Fadly & Sutama, 2020; Arifqi & Junaedi, 2021).

The purpose of this service is to provide an understanding of creativity and entrepreneurship, to train creativity, to provide tips on starting a business (entrepreneurship) to teenagers at the Bintaro Orphanage.

This community service activity is expected to provide benefits, including:

1. Benefits for the training participants, this activity is expected to increase knowledge and insight about training creativity in making crafts, as well as knowing about entrepreneurship.
2. Benefits for students, this activity is expected to be a place to practice knowledge as a form of real participation in community service.

Creativity is now indispensable for every individual to be able to face the challenges and intense competition in the current era of globalization (Utomo, 2017; Delza, et al., 2021). Individuals are challenged to be able to create unique works or ideas, as well as something different from the existing ones to be able to win the competition (Panglipurjati, 2021; Atmaja & Verawati, 2021). Creativity must always be trained and trained so that it continues to grow. If it is not trained, even though the individual has talent, creativity cannot develop (Harras, et al., 2020).

Problems that are often faced are due to lack of motivation, perseverance, lazy to try and fear of failure (Wahyu & Salam, 2020). Therefore, it is necessary to have support from the foundation to carry out this training so that it is delivered to the maximum (Wahyudi, et al, 2020). Based on this background, we were called upon to

participate in providing counseling and training related to the material "Being Creative From an Early Age Is the Main Capital for Entrepreneurship" in a Bintaro Orphanage.

METHOD

This Community Service was carried out at the Bintaro Yatim House, with youth training participants at the Bintaro Yatim House to train the creativity of the youth in making a craft that can be used as a tool for entrepreneurship.

The method used in Community Service this time is by using Extension and Training Techniques. The counseling technique delivered is in the form of material on Creativity, Craft and Entrepreneurship. While the training technique is to train the creativity of the youth at Rumah Yatim Bintaro in terms of making a craft that can be used as a tool for entrepreneurship. Procedure The instruments carried out in this service are:

1. Observation. Observation or direct observation is carried out to determine the condition of the target by observing the condition of the Orphanage and its activities carried out every day.
2. Interview. Interviews were conducted to find out more detailed factual conditions by talking to the caretaker of the Yatim House.
3. Consultation. After conducting observations and interviews, the Pamulang University PKM team consulted with the supervisor in the preparation of events in the implementation of activities. The team also consulted with the caretaker of the Orphaned House in adjusting the activities, schedules, and materials presented.
4. Extension and Training Methods. The counseling used contains the delivery of materials related to creativity, crafts and entrepreneurship. And the training is in the form of making crafts with materials such as beads and elastic rubber bands.
5. Evaluation. The assessment is carried out through the results of the craft and question and answer quizzes, as well as monitoring from the supervising lecturers and the organizing committee of PKM activities.

DISCUSSION

PKM activities that took place at the Bintaro Orphanage House. can be said to run well and smoothly. The implementation of this PKM program has a double meaning, namely in addition to being an effort to implement the Tri Dharma of Higher Education,

it is also specifically useful for developing community abilities, of course, in creativity and entrepreneurship.

Instilling the spirit of Creativity and Entrepreneurship must be done from an early age to form future generations of the nation who can continue to develop advances in the future era with creativity and innovations that are useful and beneficial. so that the implementation of this PKM activity begins with the delivery of material related to creativity, crafts and entrepreneurship, the delivery of this material is carried out to provide basic knowledge and information to teenagers at the Bintaro Orphanage.

In an effort to instill the spirit of creativity, during the PKM implementation at the Bintaro Yatim House, the PKM committee has provided facilities in the form of materials that will later be used to make a craft including beads, elastic thread rubber and connector buttons (for making mask connectors).) which will be given to Teenagers at the Bintaro Orphanage. The results of making crafts in the form of bracelets and mask connectors made of beads and elastic bracelets, to start entrepreneurship can be done by trading the results of making crafts in the form of bracelets and mask connectors either sold online through *e-commerce applications* or *offline* by opening *booths* at the bazaar and during art exhibitions.

In this activity the Teenagers at the Bintaro Orphanage have been guided and accompanied. In every method process that is carried out, both in delivering the material for Creativity, Craft and Entrepreneurship as well as in the practice of making the craft to completion, there is a great diversity of creativity that can be seen from the results of making bracelets and mask connectors. one by one into one amazing whole. With the innovations made, it will definitely make the craft liked by many people and make it easier to develop a business.

From the advantages of implementing PKM which runs well and smoothly, but there are also some things that become limitations in the implementation of PKM at Rumah Yatim Bintaro, namely due to the limited time that makes the implementation of PKM only stop at delivering material and making crafts making practices so that it cannot be implemented. implementing entrepreneurship by starting to create social media accounts as a means to start entrepreneurship or opening a *stand* to sell at bazaars or art exhibitions, it also creates limitations in knowledge on how to develop an already running business. However, with the sophistication of the internet in the current era,

these worries disappear, because even though they don't practice how to start selling, teenagers at the Bintaro Orphanage House will be able to find a lot of information and good ways to sell on social media and know how to develop their entrepreneurship.

CONCLUSION

Based on the results of the activities, it can be concluded that the Community Service program at the Bintaro Orphanage House has been implemented well and the goals set have been achieved. This can be seen from the indicators of achievement, namely the implementation and facilitation of PKM activities with knowledge of Creativity, Craft and Entrepreneurship as well as the implementation and facilitation in the delivery of materials and also the practice of making crafts.

So that the PKM program that has been implemented properly can be used to jump into starting entrepreneurship, serious efforts are needed, of course, from the Bintaro House Yatim Foundation to support and provide more assistance in an effort to help Teenagers at Bintaro Yatim House to start entrepreneurship.

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