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## COMMUNITY SERVICE | REPORT

## Entrepreneurship Training as One Effort to Improve the Family Economy

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**Abstract:** This community service activity aims to form or develop a community business that is economically independent and helps create jobs and thinking, creative and independent skills for the community. This training activity for making twister chips with potato as an essential ingredient in one of the business product innovations is expected to be a choice for entrepreneurship for Popo Village, Takalar Regency, which is expected to improve their family's economy. The approach method offered to support community service program activities is a participatory method in which partners are directly involved in activities from preparation to implementation. The action is holding meetings in entrepreneurship counseling and training on making twister chips. The type of output produced based on the planned activity in community service is in the form of a modern product with specifications for twister chips with potato as the primary ingredient.

**Keywords:** Entrepreneurship, Family Economics, Training

### 1. INTRODUCTION

Entrepreneurship is a creative and innovative ability used as the basis, tips, and resources to find opportunities for success. Something new and different is the added value of goods and services, which are a source of excellence as opportunities. So, entrepreneurship can create added value in the market by managing resources in new and different ways. In line with developments and challenges such as the economic crisis, the understanding of entrepreneurship through formal education and training in all levels of the entrepreneurial community is developing.

The role of entrepreneurship is vital in generating, developing the economic potential of the people, building a nation, realizing economic democracy, and independence in economic life, especially the family economy. Entrepreneurship and the family economy are interrelated. Entrepreneurship is considered capable of being one of the efforts to increase family financial independence. Talking about the family economy is also inseparable from the role of homemakers in managing family finances. In real life, women are often less able to play an active role in the family economy, so they only work as housewives and depend on their husband's income. This, of course, causes the family's economy to be unable to develop. Popo Village is a village located in Galesong District, south of Takalar Regency, where the majority of the people work as fishermen and the majority of women in the area only work like homemakers, so there are still many who are classified as pre-prosperous people. Twister chips are light snacks made with potato-based ingredients that can be served with various flavors according to taste. This entrepreneurship training is expected to be an alternative business choice for the Popo Village community to increase the family's economic income, create new jobs, and develop financial independence. Although the essential ingredients used in this activity are not basic ingredients typical of the area, the essential ingredients for potatoes that will be used in this activity are crucial ingredients that are easy to get at an affordable price. Business opportunities can be created by an innovation different from the product results. It is hoped that the opening of entrepreneurial insight can encourage the interest of the Popo village community, especially homemakers, to become entrepreneurs by making innovations in products even with minimal capital to help improve their family's economy. Referring to the Takalar District Mission

No. 3 Namely enhancing the quality of human resources and people's productivity, becoming superior and competitive which emphasizes the first point that is The program for developing the potential for personality and identity of the community and the younger generation to have a productive work ethic, so we are interested in carrying out community service activities and da'wah in this case to the people of Popo Village, Takalar Regency, especially for homemakers.

According to the Popo Village Head, the village community's interest in entrepreneurship is minimal, causing many people to be classified as pre-prosperous. This can be caused by a lack of knowledge about entrepreneurship, lack of creativity in producing products, lack of capital for entrepreneurship, and fear of failure. So the primary purpose of this service activity is to provide an understanding of entrepreneurship and provide training on one of the innovative examples of business products with essential ingredients that are easily obtained at affordable prices so that they are expected to be a choice of business products for the Popo village community to be able to help increase their family's economic income even with minimal capital. Some real problems must be solved immediately, the lack of interest in entrepreneurship and the lack of knowledge about entrepreneurship for the people of Popo Village. Then the lack of knowledge about how to produce a business product that can compete even with minimal capital, so it is necessary to provide guidance and training so that it can open the minds of the local community that entrepreneurship is an up-and-coming thing improve the family economy. To overcome the Partner problems stated above, a solution for implementing community service activities in implementing Science and Technology for the Community (IbM) is offered, in the form of program agreements that are a priority in this community service activity. Based on the analysis of the situation presented, several programs offered for understanding include:

1. Training on the benefits and importance of entrepreneurship encourages the local community's interest in becoming entrepreneurs.
2. Counseling on tips for becoming an entrepreneur.
3. Provide knowledge about sources of capital that can be used to start a business so that the absence of wealth is no longer a reason for entrepreneurship.
4. Provide guidance and counseling to partners on making a business product with essential ingredients that are readily available at affordable prices and minimal capital.
5. Provide training on manufacturing twister chips with potatoes as an alternative example of business products.
6. Provide training on product marketing through social media
7. Training and counseling on properly market products to target consumers will be addressed.
8. Training to run a business properly following the current economic conditions.
9. Counseling on economics/accounting as capital in marketing the products produced.

The expected targets from the implementation of science and technology through this training are as follows:

1. There is an increase in the knowledge and entrepreneurial skills of Popo Village Partners.
2. Provide knowledge on how to make business product innovations.
3. Partners can understand and are interested in making business products with essential ingredients that are easily obtained and minimal capital, such as making twister chips.
4. Increased income of Group Partners in the household sector can guarantee the economy of their families.

## 2. Activity Implementation Method

The method applied in implementing this IbM activity program is the provision of science and technology materials and training to the Partner group. Determination of partners based on previous surveys and discussions with the Popo Village Head, which is targeted at the community, especially women/housewives. Partners will then be given training in theory and assistance in making twister chips with potatoes as essential ingredients. To determine the effectiveness of training and mentoring,

pre-test and post-test were given to participants. The method used in training is the unique training method to train each partner-participant one by one. The program that has been agreed upon with partners is carried out in the following ways:

1. Entrepreneurship training/training to open their horizons in doing business.
2. Training related to capturing business opportunities.
3. Tricks or Techniques training and sound business management to be successful in business.
4. They are training to make an example of a business product, the manufacture of twister chips with potato as the primary ingredient.
5. Training/training on marketing management, finance, and sustainable business management is part of Economics/Accounting.

For this reason, a design that includes the implementation of activities and program evaluation is needed. The program implementation and evaluation plans are as follows:

1. Activity Implementation Plan
  - a. Preparation: the activities carried out include.
    - Outreach to partners, Village Communities, especially Housewives
    - Determine one person as the field coordinator to facilitate communication during the training.
    - Meeting with Partners, members of the partner group to discuss the schedule of the Training activity program and agree with the activity implementation team;
    - They are socializing the program with partners. Partners who will participate in the activity are 10-30 people from Popo Village community members.
    - Preparing ingredients in a stove, frying pan, potatoes, seasonings, and mayonnaise.
  - b. Providing training:
    - Mentoring/training where the Training Implementing Team will guide carrying out activities made together with partners.
    - The training implementation team offers mentoring and counseling to partners for consideration. Once approved, the next activity will be carried out.
    - Activity Evaluation: Participants will be evaluated after carrying out the training/training activities from the entire series of activity programs.
    - At the end of the training program, individual participants have finished making twister chips.

### 3. Findings

The results achieved after this activity were the increasing interest of housewives for entrepreneurship and the growing knowledge for homemakers about one of the product innovations for entrepreneurship, namely twister chips which they had never known. There is an increase in the ability of partners to process simple and cheap raw materials around them and utilize all the resources around them into products that have selling value to encourage the interest of homemakers in Popo Village to become entrepreneurs. Evaluation and input from the community of this service activity, namely activities like this, are beneficial. They hope that actions like this can continue by training other product innovations to be an alternative product choice in entrepreneurship. In addition, it can also continue to motivate homemakers to become entrepreneurs to help the family economy.



Figure 1: Popo Village apparatus in this case represented by the Village Secretary giving a speech and opening PKM activities



Figure 2: PKM activity participants



Figure 3: The PKM Team Leader explains the ingredients that will be used to make Twister chips



Figure 4: The Team Leader directs the participants on the technique of peeling potatoes as the first step in making twister chips



Figure 5: Potato frying process involving participants



Figure 6: Participants give seasoning to potatoes as the final stage of making Twister chips directed by the Chairperson and members of the PKM team



Figure 7: Twister chips product results



Figure 8: Photo with the Chairperson and Members of PKM, Village Secretary, and Training Participants with Twister Chips Products

#### Evaluation of activities

The Community Service and Da'wah Program (PkMD) began with the Popo Village Head, Kab. Takalar and the PkMD team (Chairman and Members) convey information about the upcoming community service activity with entrepreneurship training in making twister chips to improve the family economy. Next, discuss the implementation of the activity plan, namely the schedule of activities, the place of performance, and the target of the training, namely housewives and the total required participants. Furthermore, provide information about the technical implementation of this activity. This activity was carried out, among others, to encourage housewives' interest in entrepreneurship and to provide training on making twister chips with potato as a base material to become one of the product choices in entrepreneurship.

#### Problems and obstacles

There are no significant obstacles in the implementation of this activity. The mothers even looked very enthusiastic about participating in this training activity. They even compete to demonstrate what has been taught by the presenters.

Interest or desire for entrepreneurship is also very high in them. They want to help their family's economy by entrepreneurship. Moreover, most of the women's husbands in Popo Village work as fishermen. So, mothers in Popo Village want to fill their spare time with entrepreneurship. However, the biggest obstacle is constrained by capital. The ordinary people there do not have enough money to start entrepreneurship. Some people are pretty capable financially of opening a business even though it is a small business but is always hesitant to start for fear of losing. The essence of the problem of the Popo village community for entrepreneurship is the lack of capital and the lack of mentality to become entrepreneurs.

#### 4. Conclusion

Based on the results of the discussion and evaluation of the activities carried out, it can be concluded that community Service and Da'wah (PkMD) activities have been carried out in the form of entrepreneurship training in making twister chips with potato as a base material to improve the family economy in Popo Village. The activity carried out in the Community Service, and Da'wah (PkMD) program is beneficial for homemakers filling empty time and taking care of the household. It is expected to improve the economy of their families. From the results of discussions with the Popo village community and village officials, who in this case are represented by the Popo Village Secretary, he hopes for continuous entrepreneurship training so that it can encourage the interest of the Popo Village community to become entrepreneurship and have several alternative product choices when they want to start entrepreneurship. However, it is hoped that this activity will not end only in service activities but will form a form of cooperation in the entrepreneurship program regarding the marketing of handicraft business from the household sector of the Popo community, Takalar Regency. Based on the observations and evaluations in implementing the Community Service and Da'wah (PkMD) program. To encourage interest in entrepreneurship in Popo Village, Kab. Takalar, it is necessary to hold entrepreneurship training to motivate them to start entrepreneurship continuously. It is recommended that the Village apparatus in Popo Village, Takalar Regency, also support the community for entrepreneurship by helping provide capital in the form of loans or Bumdes funds. Village officials can also collaborate with banks so that people who want to start entrepreneurship are given administrative convenience in applying for loans. Thus, the biggest problem for the people of Popo Village to start entrepreneurship, in this case, is the lack of capital can be overcome.

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