



Implementation of Technopreneurship in Culinary Departement of Vocational High School

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ABSTRACT

This study aims to find out how to implementing technopreneurship in the culinary department at SMKN 2 Bukittinggi. This study uses a qualitative descriptive research approach. The research instrument was in the form of a questionnaire filled out by students and then analyzed to see the proportion of student interest and the form of entrepreneurship they had in the use of social media platforms. The results showed that 78% of the students were doing entrepreneurship activities using social media. Of the number of students who use the WhatsApp social media platform as much as 50% of the total number of students. They take advantage of information technology in the form of easy internet access with their social media account platforms in entrepreneurship.

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1. Introduction

Technopreneur is a part of development of entrepreneurship (entrepreneur) provide an overview of entrepreneurship with using technology-based innovation. Draft technopreneur is based on technology used as a tool for entrepreneurship, For example, the emergence of online application business, security system business (Martí'ah 2017). Technopreneurship is a type of entrepreneurship that combine with technological ability. development of entrepreneurship interest, including technopreneurship in the young generation by improving entrepreneurial spirit (Indra Hastuti, Singgih Purnomo 2018).

The use of technology in technopreneurship that is currently often used is by using social media or the internet to develop an ongoing business lived it. The introduction of the concept of technopreneur is currently starting to be intensified starting from the community middle school to college. Technopreneur is a new age entrepreneur who is interested in technology, creative, innovative, dynamic, dare to be different and take an unexplored and passionate path with work (Sunarya 2017).

Spirit and techno planner characters are made up of three main components: internal, interpersonal, and external. The internal and interpersonal component is a component of the soft skill element, while outside the individual, the is a feature that makes full use of both soft skill components.

Social media is a means for users to share information, text, images, audio and video. (Siagian, Martiwi, and Indra 2020). Media sosial mengubah cara komunikasi dengan pelanggan dan memasarkan produk dan jasa. Some of these media such as whatsapp, telegram, facebook, tiktok, youtube, instagram and so on. Social media is an online media that is designed and designed to make it easier for someone to interact with other people in a broad scope (Ibu et al. 2022). Social media and social software is a tool for enhancing skills users to share (to share), cooperate (to cooperate) among users (Anggraini and Djatmiko 2019).

In addition to social media, digital business can be applied to technopreneurship. Digital business is a type of service business that utilizes technological sophistication to create a product or market it. Unlike what we understood earlier, digital business is not solely related to the sale of intangible products, such as software (Fauziah et al. 2021). As a marketing tool, social networks offer significant opportunities to build brand consumer relationships in marketing (Maria, Pusriadi, and Darma 2020).

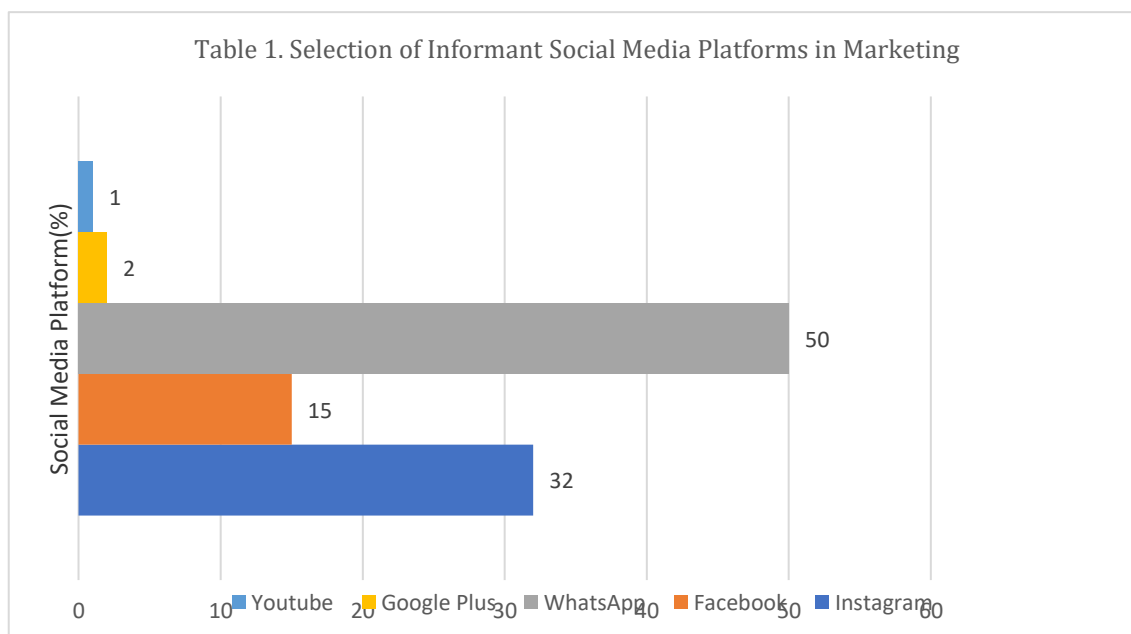
2. Methods

This study uses a qualitative descriptive research approach. Obtaining data in this study by distributing questionnaires, interviews, and observations to students in the culinary arts department of SMKN 2 Bukittinggi. The sampling technique in this study is non-probability sampling with the type of probability sampling using a random sampling technique model. The samples collected in this study were 125 people. After the data is obtained in the field, then it is processed into percentage form.

3. Results and Discussion

The results of the questionnaire regarding the selection of social media platforms majoring in governance at SMKN 2 Bukittinggi can be displayed in the figure follow:

Figure 1. Selection of Informant Social Media Platforms in Marketing

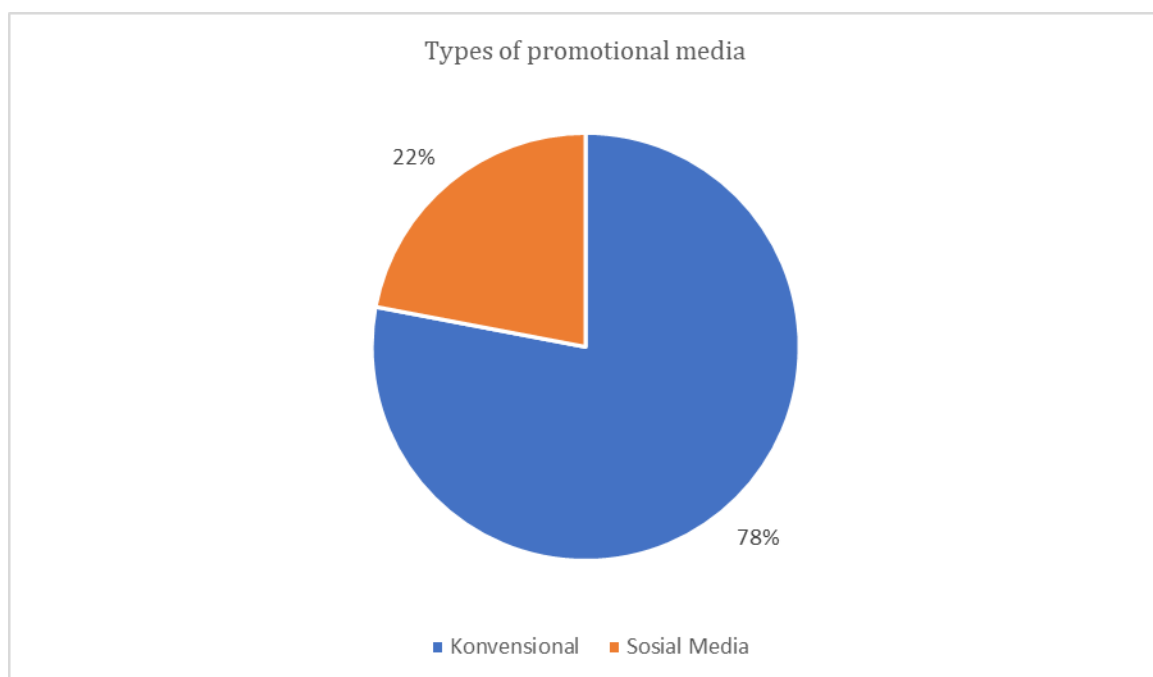


Based on the selection of social media platforms used for selling, there were as many as 20 students (15%) stated that they preferred to sell the social media platform Facebook. There are as many as 45 students (32%) stating that they prefer Instagram media accounts. A total of 52 students

(50%) stated that they prefer WhatsApp media accounts. A total of 5 students (2%) stated that they prefer Google Plus media accounts. A total of 3 students (1%) stated that they prefer Youtube media accounts. So it can be said that students prefer WhatsApp social media accounts as many as 52 students (50%).

According to the results of (Siagian et al. 2020) research that the social media used by students to market products is Instagram (78%), Youtube (58%), Facebook (31%), Line (20%), WhatsApp (18%), Path (7%), and Twitter (2%). Instagram is the most frequently used medium for product marketing. Instagram is the most suitable medium as a tool in product marketing with videos and photos. Instagram allows users to take videos and photos, use a digital filter and share them so that others can see the photos and videos that we share.

Figure 2. Types of promotional media



Based on the questionnaire that was filled in by the respondents, there were 27 students (22%) who stated that they carried out entrepreneurship activities conventionally or in the usual way carried out in the community. While the remaining 98 students (78%) stated that they carried out entrepreneurial activities by utilizing more modern social/online media. So it can be concluded that most respondents amounting to 98 students (78%) carry out entrepreneurial activities by utilizing social media/online which are more modern and more practical. In obtaining respondent data in using social media platforms, informants are most often used in entrepreneurship, researchers use a questionnaire.

The use of digital technology has affected all aspects of activities especially students of SMK Muhammadiyah Parung-Bogor. Digital marketing training is expected to be used to open up business opportunities in order to build an entrepreneurial spirit as a provision to be able to continue higher education and reduce the unemployment rate in Indonesia, especially in the Parung-Bogor area, West Java. (Munarsih, Mada Faisal Akbar, Aris Ariyanto, Ivantan 2020)

According to the results of (Handayani et al. 2020) research that the use of Instagram is very helpful for HR Makaroni, Etahu.ga, Hijab PKU Amanah, Stick Mozarella PKU, and Shoes Homies in carrying out the promotion process to build public brand awareness, especially in the city of Pekanbaru. It is evident from the increase in followers in the past two years, an increase of 20-30% and has had quite a number of testimonials displayed in the form of posts since the beginning of the creation of Instagram social media by each informant.

4. Conclusion

The results of the questionnaire on the implementation of technopreneurs in the culinary department at SMKN 2 Bukittinggi are 78% of the total students doing entrepreneurship activities using social media. While 22% of the number of students who carry out entrepreneurship activities conventionally. Based on the results of the questionnaire, it is expected that there will be technology-based learning to design brochures so as to increase consumer attractiveness.

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