



## Entrepreneurship Training as A Form of Business Development for The People of Sanrobone Village, Takalar Regency

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### ARTICLE INFO

#### Article History

Received:

Accepted:

Published Online:

#### Keywords

Marketing; Entrepreneurship;

Business Development;

e-Commerce

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### ABSTRACT

Technological advances have an impact on all aspects of human life. The economy has not got rid of the impact of technology. Technology provides a variety of facilities for the economy, which undoubtedly greatly supports the existing economic system. One of them is the role of technology in business, which is now known as e-commerce in developing the business further. In today's digital age, student awareness, especially in remote villages, has not been effective in maximizing the use of technology, and most students have smartphones. Although using Internet access is quite possible for a person to interact or even trade in the world of online technology (Internet), it can become a new land for entrepreneurs young to promote and market their products. It is hoped that the socialization of this service team can be the first step for students, especially those in the village, and create new entrepreneurs. The purpose of implementing this socialization is to allow students to have an account in the field of online trading and operate separately.



DOI:

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## Introduction

A concept in the new era that intensifies information and creativity by relying on ideas and knowledge from human resources as the main factor of production is often referred to as economics creative. This term has been known since 2006, however, planning for the development of 14 economic sub-sectors in the creative industry has only begun in 2009 since Presidential Instruction No.6 of 2009 as the Year of Creative Indonesia was issued. Based on Presidential Regulation Number 92 of 2011, the government officially established the Ministry of Tourism and Creative Economy which is responsible for the development of the creative economy in Indonesia both The Creative Economy Based on Art and Culture and the Media-Based Economy, Design and Science and Technology. Overall, the creative industry has proven to play a significant role in the national economy by making a considerable contribution to gross domestic product the average is about 7.1% of GDP. The Creative Economy Based on Arts and Culture in 2013 was able to absorb a workforce of 7.06 million people or 59.4% of the total absorption of labor work of the national industrial sector. Employment of the creative economy

of Arts and Culture is dominated by culinary and handicraft industry groups. For the growth of labor productivity in the Arts and Culture-Based Creative Economy sector, it grew by 0.53% in 2013 (Kemenparekraf, 2014).

Indonesia is seen as the highest potential market for the industrial world, besides that if the management and development of its skills is carried out, Indonesian human resources will become a great force for the development of the country and bargaining in the eyes of the world. Therefore, there are many opportunities for Indonesian youth to find jobs or open up entrepreneurs and develop them. But keep in mind, the growth in the number of entrepreneurs must be supported by educational institutions, including universities. Because education is most important for members of the basic capital for entrepreneurs who work using ideas and creativity. The role of universities here is very helpful to encourage the growth of entrepreneurship. The cycle that occurs when a person is about to open a business and he has an education will help the increase of entrepreneurs from among the youth, especially among undergraduates and will help reduce unemployment, and will increase the number of jobs.

To empower Indonesian youth to be developed, independent and on an equal footing with other developed countries, we need to build youth intellectuality with the development of science and technology, second, fortify the youth with a high religious basis, and the third, establishing the sensitivity of the entrepreneurial spirit among the youth. The point of sensitivity here is how the youth should be the one who advances for his future. Youth independence can be achieved by building an entrepreneurial spirit, a sense of community and solidarity.

Based on this, we as servicers want to go down directly and also provide training to the village community in terms of entrepreneurship counseling as business development in the Sanrobone village community. From the analysis of the situation that has been previously presented, the partner's problems are formulated which are concluded as follows: a) There is no partner knowledge about entrepreneurship, b) Not understanding how to make good business model and c) Not yet knowing and understanding Business Strategy. The solutions offered are 1) Counseling on entrepreneurship, 2) Understanding of how to do business, 3) Promoting the participation of the Faculty of Economics and Business UMI to participate in opening and creating new entrepreneurial points and 4) Training on business strategy. The expected output targets of this service activity are: a) Partners in this program can know entrepreneurship, b) Partners in this program understand business strategies and c) Partners understand business strategies and c) Partners understand a good way of doing business.

## **Methods of Implementation of Activities**

### **Audiences' Strategic goals**

The service carried out by lecturers at the Faculty of Economics and Business, Muslim University of Indonesia and in collaboration with the Community Service Institute (LPkM-UMI) chose the Sanrobone Takalar Village Community in order to be able to be running a business well.

### **Linkages**

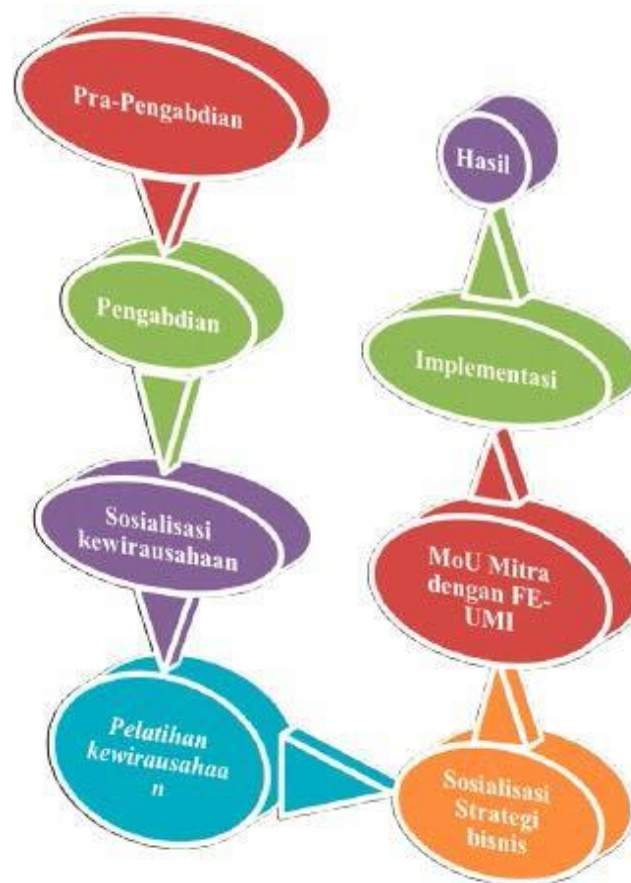
Universitas Muslim Indonesia carries out service activities that are considered necessary to hold cooperation in the application of higher education science and technology in the community. This brings an introduction from the beginning to the public about understanding

in doing business. As one of the marketing strategies, you must know a good business strategy. Therefore, to create new entrepreneurs and increase business penetration for the community and increase the amount of income of villagers. then it is considered appropriate to be able to manage the business as the first step in marketing strategy.

### Purpose

This community service is aimed at the community as entrepreneurs who are expected to understand entrepreneurship. This service aims to enable rural communities to be able to utilize and understand entrepreneurship and strategies in increasing product sales. so as to create young entrepreneurs in increasing the income of villagers.

### Concrete Steps



**Figure 1.** Concrete Steps

### Partner Participation in Implementation

Partners help provide all the facilities needed in the implementation of this service according to the partner's ability, and collaborate to make this service activity a success, then invite other communities to participate in this service program, as well as helping to socialize to village apparat about this activity because it requires great support from various parties and also teaching staff and educators always ready to accompany and apply the service program so that the expected goals can be realized.

## Findings and Discussion

Community service activities carried out are a kind of counseling activities to students or youth in terms of utilizing e-commerce. The service activity involves a team of servicemen and students at the high school / MA level or above. The implementation of the PKM program is targeted at students or youth in Sanrobone Village, Sanrobone District, Kab. Takalar consists of two stages, namely 1) counseling stage and, 2) monitoring stage. However, before this stage was carried out, a socialization activity was held in Sanrobone Village, as shown figure 2.



**Figure 2.** Activity Counseling Visit at Pesantren Mizanul Ulum Sanrobone Village

### Counseling Phase

At this stage, the team visited the schools and businesses of the youth to see firsthand their daily activities in buying and selling products. Students are still unable to develop entrepreneurial instincts nor are they still lacking experience or in developing their business with various methods, namely holistic marketing concepts.

### Evaluation Stage

At this stage, counseling and knowledge are provided about what exactly is entrepreneurship and business development, how it is given reinforcement and also an understanding of how to maintain existing business and opening up extensive employment opportunities as well as how to market products, one of the instruments used in the form of using the e-commerce application. The team has been completed providing counseling to participants at the Village office. This can be seen in the figure 3.



**Figure 3.** Submission of Certificate of Appreciation by the Village Head

#### Activity Evaluation

Through this PKM service activity, we will provide knowledge on how to market products and develop the business to a greater stage using the e-commerce account they created in terms of the analysis of business opportunities in the era of digitalization. There is an assumption that the results of this counseling are quite difficult to realize because they are constrained by the limitations of the network or internet signal at the location and knowledge about the usage pattern of online-based applications in this case e-commerce. Material selectors must consider the level of difficulty experienced by students, including partner problems (difficulties with English), rules in e-commerce and the use of smartphones and laptops are very limited. Therefore, they have not been able to take advantage of technological advances to buy or market their merchandise (sell online).

#### Problems and Obstacles

In the implementation of community service activities, several obstacles are sometimes encountered, namely:

1. In counseling activities are constrained by the internet network or telecommunications network, therefore in Extension the creation of an e-commerce account experienced obstacles due to the internet network.
2. In counseling e-commerce activities, many students who have school holidays there are also obstacles to being present in counseling activities due to some students working in the rice fields and 3) Obstacles to partners who are quite burdensome for SMEs so far, with the advancement of technology, they can sell their products online and cooperate with e-commerce entrepreneurs.

#### Conclusion

Based on the discussion above, the conclusion that can be described regarding the activities of this program is that entrepreneurship training and business development activities

can be accepted by all circles. Because the success of the e-commerce business in Indonesia is strongly influenced by consumer factors. From consumers, there are two things that are the most influential, namely transaction security and trust. then students or youth should increase the level of trust in using the internet, both consumers and potential consumers by paying attention to the determinants of trust.

The Implementation Team would like to thank the Rector of universitas Muslim Indonesia, head of the community service institution Universitas Muslim Indonesia for supporting funding activities through the community service program with The partnership program of the Takalar Regency Government and partners in this case the head of the Mizanul Ulum Islamic Boarding School, Sanrobone Village, Takalar Regency, south Sulawesi province.

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