



## Kaling Village Youth Generation Business Workshop In Kaling District Tasikmadu Karanganyar

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### Abstract

The government has carried out overcoming the problem of unemployment by launching the entrepreneurial movement. However, strengthening the movement by incorporating it into the learning curriculum is less effective because the educational target is only focused on the cognitive domain in the form of elaborating the theory of entrepreneurship without being followed by concrete steps. The translation of theory into the real world needs to be done quite well. Entrepreneurship training will be able to describe knowledge in the theoretical realm more focused on the practical realm. Many potential creative ideas to run a business have not been explored optimally. Among the people of Kaling Village, guidance activities are directed towards positive religious activities. This type of coaching directs participants to fill their spare time between work and school to learn religious concepts and theories in several aspects. The growth of an entrepreneurial spirit is also able to provide benefits to the community. These benefits can be in the form of financial and non-financial benefits. The financial benefits of entrepreneurship can be in the form of economic independence obtained in running a business. While the non-financial benefits are in the form of mental growth that is tough and never gives up in dealing with life's problems. Entrepreneurship training for the community, especially the younger generation, to foster an entrepreneurial spirit and explore existing potential. By holding entrepreneurship training, it is hoped that it will be able to create new businesses and have a positive effect on the mental development of the younger generation's independence. This training is aimed at the younger generation being assisted by the Karang Taruna Kaling Village.

**Keywords:** Entrepreneurship; Young Generation.

### Abstrak

Penanggulangan masalah pengangguran telah dilakukan oleh pemerintah dengan mencanangkan gerakan kewirausahaan. Meskipun demikian penguatan gerakan tersebut dengan memasukkannya ke dalam kurikulum pembelajaran menjadi kurang efektif karena sasaran pendidikan hanya terpusat pada ranah kognitif saja yang berupa penjabaran teori berwirausaha tanpa diikuti langkah nyata. Penjabaran teori ke ranah nyata perlu dilakukan dengan cukup baik. Pelatihan kewirausahaan akan mampu menjabarkan ilmu dalam ranah teoritis lebih terfokus ke ranah praktis. Banyak potensi ide kreatif untuk menjalankan usaha belum tergal dengan optimal. Di kalangan masyarakat Desa Kaling, pembinaan kegiatan diarahkan menuju kegiatan positif yang bersifat keagamaan. Tipe pembinaan tersebut mengarahkan peserta untuk mengisi waktu luang di sela-sela bekerja dan sekolah untuk mempelajari konsep dan teori keagamaan di beberapa aspek. Penumbuhan jiwa kewirausahaan juga mampu memberikan manfaat bagi masyarakat. Manfaat tersebut dapat berwujud manfaat finansial maupun non finansial. Manfaat finansial dari kewirausahaan dapat berupa kemandirian ekonomi yang diperoleh dalam menjalankan usaha. Sedangkan manfaat non finansial berupa penumbuhan mental yang tangguh dan pantang menyerah dalam menghadapi permasalahan hidup. Pelatihan kewirausahaan bagi masyarakat khususnya generasi muda

untuk menumbuhkan jiwa kewirausahaan dan menggali potensi yang ada. Dengan diadakan pelatihan kewirausahaan diharapkan mampu memunculkan usaha baru dan memberikan efek positif pada pengembangan mental kemandirian generasi muda. Pelatihan ini ditujukan pada generasi muda yang menjadi binaan Karang Taruna Desa Kaling.

**Kata Kunci :** Kewirausahaan, Generasi Muda

## I. Introduction

The increase in the number of the workforce in Indonesia from year to year is increasing but is not followed by an increase in the number of jobs. This imbalance causes a fairly chronic unemployment problem. The Central Statistics Agency (BPS) in August 2020 released data on the number of open unemployment in Indonesia reaching 7,700,086 the workforce consisting of 244,687 high school graduates or equivalent, 492,343 university graduates.<sup>1</sup> These data indicate that the absorption of university graduates in Indonesia in available employment is still quite low. Many potential creative ideas to run a business have not been explored optimally. Among the people of Kaling Village, guidance activities are directed towards positive religious activities. This type of coaching directs participants to fill their spare time between work and school to learn religious concepts and theories in several aspects. The growth of the entrepreneurial spirit will be able to facilitate and bridge the concept of entrepreneurship theory and the concept of mental spiritual development obtained in Kaling Village into real action in implementing the business/business concept into business practice by internalizing spiritual values and the spirit of entrepreneurship. The growth of an entrepreneurial spirit is also able to provide benefits to the community. These benefits can be in the form of financial and non-financial benefits. The financial benefits of entrepreneurship can be in the form of economic independence obtained in running a business. While the non-financial benefits are in the form of mental growth that is tough and never gives up in dealing with life's problems. Based on the above problems, a Business Workshop for Youth is needed, then. The author formulates the problem "How to become an Entrepreneur for the youth? This community service activity aims as follows: To provide material and experience to youth by explaining the application of youth to be a creative and innovative entrepreneur in starting and building a business with entrepreneurship materials and business

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workshops and providing strategies for running a business during a pandemic and providing direct training in producing effort.

## II. Method

This research is based on a qualitative non-doctrinal approach. This study prioritizes primary data collected by direct observation to the Young Generation of Kaling Village, Tasikmadu District, Karanganyar Regency by providing assistance to increase awareness of the use of social media as a means of promotion and support various other activities effectively based on the applicable law supported by secondary data collected by literature review<sup>2</sup>. The processed data will then be analyzed qualitatively. The qualitative data analysis method was carried out sequentially. First, domain analysis to get a comprehensive picture of the subject matter being studied. Second, taxonomic analysis to organize or arrange elements of the same domain. Third, component analysis to look for differences between elements and domains. Fourth, the cultural theme method seeks the relationship between the results of the analysis of the domain, taxonomy and components, in order to get the meaning of the object being studied.

## III. Main Heading of the Analysis or Results

Meredith et al (describes six essential values in entrepreneurship, namely: self-confidence, task and result-oriented, courage to take risks, leadership, future-oriented, and originality (Creativity and innovation).<sup>3</sup> Self-confidence is a driving force for someone to behave and act, people who have enough self-confidence will tend to have the ability to act according to their thoughts. Orientation to one's tasks and results will lead to people's motives for achievement. Courage to take risks is the basic spirit of a business. The greater the courage of people to take risks, the greater the opportunities. the results obtained. Courage to take risks encourages someone to dare to take new, creative and innovative actions. Leadership is the spearhead in business management. A person's good leadership spirit is able to improve one's managerial abilities. someone in the future is able to encourage someone to keep learning and correcting mistakes so that they can move forward. The essential value of entrepreneurship is originality. In developing a business, the originality of the idea in running a business is the main driving

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<sup>2</sup> Herwan Abdul Muhyi, (2007) *Menumbuhkan Jiwa Dan Kompetensi*

<sup>3</sup> Meredith, Geoffrey G. (2002). *Kewirausahaan: Teori dan Praktek*. Jakarta : PPM

force. A completely new idea drives the progress of the business itself. Furthermore, Jhingan provides the following quality criteria for entrepreneurs: (1) energetic, resourceful, alert to new opportunities, able to adapt to changing conditions and willing to take risks in change and development; (2) introduce technological changes and improve product quality; (3) expand the scale of operations and enter into partnerships, pursue and reinvest the profits Suryana explained that an entrepreneur must have basic skills which include (1) Managerial skills for business management, (2) Conceptual skills, namely the ability to create business concepts and mapping problem fractions, (3) Human skills, namely the ability to communicate and interact with other people. (4) Decision making skills, namely the ability to make decisions with the right target at the right time, (5) Time managerial skills, namely the ability to manage, organize, and use time.

Herwan Abdul Muhyi describes ways to foster an entrepreneurial spirit that can be done using four ways:<sup>4</sup> 1. Through formal education. Now various educational institutions, both secondary and higher, offer various programs or at least entrepreneurship courses 2. Through entrepreneurship seminars. Various entrepreneurship seminars are often held by inviting entrepreneurship experts and practitioners so that through this media we will build an entrepreneurial spirit in ourselves 3. Through training. Various business simulations are usually provided through training, both indoor and outdoor. Through this training, our courage and responsiveness to the dynamics of environmental change will be tested and always improved and developed 4. Self-taught. Through various media we can foster the spirit of entrepreneurship. For example, through biographies of successful entrepreneurs (success stories), television media, radio, magazines, newspapers and various media that we can access to develop the entrepreneurial spirit that exists within us.

Youth in Kaling Village still need enthusiasm and motivation as well as materials on Entrepreneurs and business workshops. In this service activity the author provides "Business Workshop for the Young Generation" Mentoring, both from the participants' beliefs and strategies to become entrepreneurs. The materials presented were motivational materials, strategy materials to become entrepreneurs and business

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<sup>4</sup> Suparman Sumahamijaya. (1980). *Membina Sikap Mental Wiraswata*. Jakarta:Gunung Jati

workshops. : Entrepreneurship Material Entrepreneurship is a process in which a person or a group of individuals use organized efforts & tools to find an opportunity and create a value that grows by meeting needs and wants through innovation & uniqueness, regardless of what resources are currently used. Innovation and Creative Materials; The author provides motivational material about being a creative and innovative entrepreneur, who can be an example, motivator and motivation for members of the organization. The method used to motivate participants is through providing materials, films, songs, and games. Digital Marketing Materials; Electronics.marketers use technology to conduct business activities. E-marketing creates, communicates, and delivers value processes to customers using information technology systems, and to manage and maintain customer relationships to benefit the organization or company with stakeholders.<sup>5</sup> E-marketing uses information technology methods into traditional marketing principles.

### Acknowledgments

Community service activities have been conducted in the form of Kaling Village youth generation business workshop in Kaling District Tasikmadi, karanganyar. From the results of discussions Entrepreneurship training for the community, especially the younger generation, to foster an entrepreneurial spirit and explore existing potential. By holding entrepreneurship training, it is hoped that it will be able to create new businesses and have a positive effect on the mental development of the younger generation's independence.

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<sup>5</sup> Suryana. 2003. *Kewirausahaan: Pedoman Praktis, Kiat dan Proses Menuju Sukses*. Jakarta.

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