Utilization of new media as a promotion facility in entrepreneurship development for students at SMAN 1 Torjun

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ABSTRACT: Entrepreneurship is one of the parameters determining the high level of progress of a country. The Indonesian government is committed to improving the quality of its human resource productivity, creativity, innovation and effectiveness by implementing the educational curriculum. This article reports on a training method that aims to increase the knowledge and interest of SMAN 1 Torjun students regarding entrepreneurship. SMAN 1 Torjun is a school for implementing Entrepreneurship Government Assistance in 2019. In preparing students to have adequate capabilities, mentoring is carried out through lectures, demonstrations, questions and answers, discussions, and assignments. The mentoring process carried out for students of SMAN 1 Torjun was able to increase students' knowledge and skills regarding entrepreneurship and technology, as evidenced by students' ability to process local potential into new businesses. Information technology and "new media" awareness training for students of SMAN 1 Torjun also increases students' enthusiasm for entrepreneurship.

Keywords: entrepreneurship development, high school, new media

1 INTRODUCTION

The government has made efforts to improve human resources' quality to be more creative and productive (Kominfo 2017). Education is an effective way to give birth to a qualified national generation to realize a nation's progress (Permendikbud 2016). The world of education is expected to play an active role in preparing educated human resources to face various challenges. The low level of creative spirit and independence in students is the main problem in our country, so entrepreneurial education is an alternative solution. Law Number 20 of 2003 concerning the National Education System states that the purpose of education is to prepare Indonesian people to have the ability to live as individuals and citizens who are productive, creative, innovative and effective and able to contribute to the life of society, nation, state and world civilization.

Entrepreneurship education promotes applying principles and methodologies for students' formation of life skills through an integrated curriculum in schools. Presidential Instruction No. 4 of 1995 states about the national movement to promote and cultivate entrepreneurship, mandating all Indonesian people to develop entrepreneurial programs. At the primary and secondary education levels, the Ministry of Education and Culture has described it through strategic steps in the implementation of the 2013 Curriculum. The 2013 Curriculum objectives will be more achieved when students have entrepreneurial spirit and skills, and they will become productive, creative and innovative citizens based on character values nation and able to contribute to social life. Curriculum design 2013 implements 21st-century skills or termed 4C (Critical Thinking, Creativity, Collaboration and Communication).

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Entrepreneurship is a spirit, behavior and ability to seize positive opportunities to generate benefits for oneself or provide better service to customers/society and create and provide useful products and work efficiently (Siagian et al. 1995). Entrepreneurs can bring change, face challenges and produce innovations. This is because entrepreneurship is a very dynamic process. The process of creating a new product/service requires a lot of time and effort. Physical, financial, and social risks are very vulnerable to accompany the entrepreneurial process (Hisrich 2001).

The effectiveness of business management also depends on the readiness of technology and digital infrastructure (Misnawati & Yusriadi 2018). Technological advances have had many positive impacts on entrepreneurship, such as the ease of communication and access to information and the expansion of business networks (Kurniawati & Setiawan 2019). This has spurred the emergence of social media. The public's response to the presence of social media is excellent. There are almost no students who do not own and use social media in their daily lives. The development of science and technology can also stimulate the growth of students' entrepreneurial spirit.

The emergence of social media can be an effective solution to entrepreneurs' problems in adopting technology to run their businesses. Social networking sites are becoming an effective means of promotion. Also, media use can reduce costs and make the promotion process run efficiently (Kurniawati et al. 2019). The social media often used are Instagram, Facebook and Marketplaces such as Lazada, Shopee, Bukalapak, etc. The development of existing science and technology should also be able to provide its stimulus to students. Social media and technology are emerging as effective sales, marketing and communication tools for businesses globally (Veldeman et al. 2015).

Since 2016, the Directorate of Senior High School Development has strengthened entrepreneurship programs by providing grants to several schools spread across 34 provinces. Then in 2018, the Directorate of High School Guidance conducted evaluation and supervision at the school. The supervision results at the schools implementing entrepreneurship programs and recipients of entrepreneurship program assistance funds carried out in 2018 showed that 97.14% of students had shown their creativity by using local cultural wisdom. Only 2.86% of students should be given guidance in increasing creativity. This shows the great potential of entrepreneurship programs in schools to develop the entrepreneurial spirit of students. These problems are quite diverse, starting from schools that are not ready to run the program; the local potential is not optimal, too product oriented. Based on the supervision results, the implementation of entrepreneurship programs needs to be optimized and made improvements, both in determining beneficiaries and implementing entrepreneurship programs.

SMAN 1 Torjun is a school for the implementation of Entrepreneurship Government Assistance in 2019, requiring that it be implemented optimally to impact the school positively later. One technique is to build cooperation and collaboration with the association, business, community, government and media ecosystem. Furthermore, entrepreneurship education programs introduce entrepreneurial thinking patterns and business planning. In preparing students to go in that direction, we assist students of SMAN 1 Torjun. This assistance is carried out to obtain it (1) Increase the knowledge and interest of students of SMAN 1 Torjun regarding entrepreneurship; (2) Increase the knowledge and skills of students of SMAN 1 Torjun regarding technology and "new media" as a means of entrepreneurship support.

2 METHOD

The training method is an effective way to increase students' knowledge and skills of SMAN 1 Torjun. These activities are expected to solve various problems faced by SMAN 1 Torjun in developing entrepreneurship programs in schools. This service activity is carried out in 2 (two) activity stages, namely:

2.1 *Training entrepreneurship, which is applied through the methods:*

- Lecture: conducted to deliver materials about entrepreneurship and local potential in Torjun, Sampang Regency.
- Question and answer: conducted to answer or resolve problems faced by participants related to entrepreneurship material, entrepreneurial motivation and local potential of Torjun, Sampang Regency
- Discussion: through this discussion forum, students are expected to gain reinforcement and confidence related to entrepreneurship, entrepreneurial motivation and local potential of Tojun, Sampang Regency.

2.2 *Information technology and “new media” awareness training for students of SMAN 1 Torjun, which is applied through the method:*

- Demonstration: conducted to convey material about its importance in information technology and “new media” to support entrepreneurship for students of SMAN 1 Torjun.
- Question and answer: conducted to answer or solve the problems faced by the participants related to information technology and “new media” as a means of supporting entrepreneurship for students of SMAN 1 Torjun
- Assignment: through this assignment, students are expected to gain increased knowledge and skills of information technology and “new media” to support entrepreneurship for students of SMAN 1 Torjun

The series of activities were carried out simultaneously to optimize Torjun’s potential and students’ entrepreneurial abilities.

3 RESULTS AND DISCUSSION

SMAN 1 Torjun is one of the secondary schools located in Sampang Madura Regency. Since 2018, SMAN 1 Torjun has been a school for implementing Entrepreneurship Government Assistance. Government assistance is provided to provide stimulus to students in carrying out entrepreneurship programs. The year 2018 shows that as many as 97.14% of students have demonstrated their creativity by using local cultural wisdom. This indicates that the level of student interest in entrepreneurship is very high. The problem is not ready to run the program, not optimal local potential, too product oriented. Through this assistance, we assist schools in solving these problems.

3.1 *Uneducated and lack of motivation regarding entrepreneurship*

Based on the results of supervision conducted by the Directorate of Senior High School Development, it was found that high school students’ creativity was very high. It indicated by student’s high comprehension when solving business problems. Also, students can create original ideas based on those problems. This student creativity is a significant asset for the school to carry out the next stage’s optimization process. This ability will be more optimal in line with the increase in knowledge and entrepreneurial motivation in students. This is the basis for holding training to increase entrepreneurial expertise and inspiration for students of SMAN 1 Torjun. This transformation process requires students’ attitudes, motivation and interest to become entrepreneurs. Sensitivity is the main requirement that entrepreneurs must-have. This ability enables them to identify opportunities, exploit businesses, and create new businesses and job opportunities. The growing interest in student entrepreneurship is expected to change their mindset to create jobs through their businesses after graduation, in which the average Indonesian people are assumed to become employees after graduating.

The first step in raising student sensitivity can be done through the identification of existing local potentials. Some of the local prospects owned by the Torjun area are people’s salt, tobacco,

sugar cane, coconut, tubers and various other tourism and cultural prospects. This sensitivity will increase students' awareness and knowledge of local potentials that can be used as business opportunities. Some of the products that students can produce from developing sensitivity. Students can process salt water with 97% NaCl levels as a nutrient to prevent acne on the skin. Also, there are student preparations such as papaya shredded, bidaran soap, boba drinks, plastic waste bags, etc. Developing an entrepreneurial spirit in students is not an easy thing. Students and parents still consider the importance of entrepreneurship. Ideally, in developing entrepreneurship, people can transform and have an entrepreneurial mentality and spirit who also have high sensitivity in doing business.

Entrepreneurship is essential for economic growth in any country. Today, entrepreneurship is recognized as one of the most effective economic development strategies that promote economic growth and sustainable competitiveness while facing increasing internationalization (Schaper & Volery 2004). Entrepreneurs can be described as individuals who set up and manage businesses for the primary purpose of profit and growth. Entrepreneur students typically use academic skills as steppingstones to starting their own business. Usually, he is a young entrepreneur who adopts innovative behavior and takes advantage of unorthodox management practices to achieve a strategic advantage over his competitors (Bailetti 2011).

3.2 Figure captions lacking in knowledge and skills of students regarding technology and "new media" as a means of supporting entrepreneurship

Sufficient knowledge of one's entrepreneurship will not automatically give birth to an entrepreneur (Nursito & Nugroho 2013). Other things can support entrepreneurship management's effectiveness, namely regarding the readiness of technology and digital infrastructure in entrepreneurship (Misnawati & Yusriadi 2018). Technological progress is 1 (one) of 8 (eight) driving factors for entrepreneurial progress (Nordiana 2014). Many positive impacts are obtained through the use of technology in entrepreneurship, such as the ease of communicating and accessing information and expanding business networks (Kurniawati and Setiawan 2019). The public's response to the presence of social media is excellent. Therefore, social media's emergence can be an effective solution to entrepreneurs' problems in adopting technology to run their businesses (Kurniawati & Ananda 2019). Social networking sites are becoming effective means of promotion. Besides, media use can reduce costs and efficiently run the promotion process (Kurniawati et al. 2019).

The development of the world of technology also requires the use of "new media" as an alternative means of enriching creativity and as a promotional tool for products produced by students of SMAN 1 Torjun. Smartphones are the most effective tools for running digital technology. Mobile phones have been conceptualized as a technology of connectivity, security and emancipation that allows users to interact with colleagues and relations abroad without time and space (Ling 2004). Students should use the ease of this technology in developing their business. Technology can assist students in obtaining information to improve the quality of their products. On the other hand, technology is also able to help market the products/services produced. Unfortunately, so far, students still use technology and other facilities as personal means, not support for existing businesses. Therefore, students' knowledge and skills must be improved through information technology awareness training and "new media" for students of SMAN 1 Torjun.

Entrepreneurship run by students is inseparable from the new era of the digital economy at the global and national scope. The information and communication sector has grown by more than 9% in the last two years, the growth of e-commerce in Indonesia has been the most dominant (Bappenas 2018). The development of the world of technology also demands the use of "new media" as an alternative means of promotion. Various forms of communication and business are carried out through digital media, such as Facebook, WhatsApp, Instagram, Marketplace and other social media. Technology and "new media" are the driving factors for advancing entrepreneurship (Nordiana 2014). Social networking sites are becoming an effective means of promotion.

Social media and technology are emerging as effective sales, marketing and communication tools for businesses globally (Veldeman et al. 2015). Research has revealed that social media allows

companies to communicate economically and immediately with consumers. This supports organizations in building databases that can generate competitive businesses (Kurniawati et al. 2020). Such databases can further translate into increased sales, thereby enhancing SME growth and neutralization of geographic barriers (Jagongo & Kinyua 2013). According to previous research, young entrepreneurs have excellent innovational power and entrepreneurial skills to produce successful commercial start-ups (Fueglistaller et al. 2009). Therefore, it can be felt that the adoption and use of innovative technologies such as social media by young entrepreneurs for business purposes can lead to successful enterprises, which in turn have the potential to significantly contribute to the economic development of fast-growing countries, such as Malaysia (Nawi et al. 2017). The training on supporting skills for entrepreneurial success given to students is expected to be a good stimulus. Additional knowledge and skills about the importance of technology and “new media” can improve the entrepreneurial progress of students of SMAN 1 Torjun.

4 CONCLUSION

Entrepreneurship is the foundation of a country's progress. The National Education System is one of the systems used to prepare Indonesians to have the ability to live as individuals and citizens who are productive, creative, innovative, effective and able to contribute to the life of society, nation, state and world civilization. The high level of student creativity is the main capital in the entrepreneurial development of students of SMAN 1 Torjun. Unfortunately, students of SMAN 1 Torjun about entrepreneurship and students' knowledge and skills regarding technology and “new media” as supporting entrepreneurship are still very low. Through training to increase entrepreneurial knowledge and motivation for students of SMAN 1 Torjun, it was seen that students' entrepreneurial knowledge and motivation could grow. This is proven by the ability of students to identify local potentials and process them into new businesses. Information technology and “new media” awareness training for students of SMAN 1 Torjun also had a good impact.

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