

**THE IMPORTANCE OF ENTREPRENEURSHIP IN JOINING BUSINESS
WORLD DURING COVID 19 PANDEMIC FOR KARANG TARUNA
MEMBERS OF KARANGANYAR REGENCY****Suprayitno**Faculty of Economics, Universitas Slamet Riyadi Surakarta, Central Java, Indonesia
Email: suprayitno29@yahoo.co.id**Abstract**

This extension activity was conducted for Karang Taruna in Tawangmangu of Karanganyar regency. The outcomes of this activity are: cheap participants' knowledge of the concept of entrepreneurship so that they have the right knowledge; benefit participants' insights on how to start a business and choose the right type of business; benefit participants' insights about possible business failures and ways to enter and resolve business failures. This activity is carried out with the following stages: Selection of participants to the community service, namely the board and members of Karang Taruna; Submission of lecture materials, with a view to fostering an entrepreneurial spirit; Implementation of evaluation Evaluation is done by: before counseling conducted a question-answer to know each participant's initial knowledge about entrepreneurship special techniques or how to start a business. After the counseling finished the question and answer again about the same material. By comparing the results of answers that have been done, it will be known whether there is an increase in knowledge about the entrepreneurship and scope.

Keywords: Counselling; entrepreneurship; management

Received 01 September 2022, Revised 12 September 2022, Accepted 26 September 2022

INTRODUCTION

It is known that in cultivating an entrepreneurial among the younger generation, they often face obstacles, both internal and external constraints (Trihatmoko & Harsono, 2017). The significance of entrepreneurship education at higher learning institutions, which will produce thousands of graduates each year (Din et al., 2016). Internal constraints are mainly related to human resources. Meanwhile, external constraints are related to the business climate that is not conducive to the development of the small business sector, government regulations that do not support the entrepreneurial world and other obstacles. It seems that various policies are more in favor of the large business sector, so that the

various facilities provided by the government are mostly enjoyed by the large business sector (Ritonga & Lukiyanto, 2019). This condition should get the attention of various parties to be able to find a way out to overcome it.

With the various obstacles that exist in the small business sector, the government and the private sector have implemented various alternative approaches to grow and develop them (Subanar, 2001). A business strategy by utilizing this digital business can be an alternative in the MSME survival strategy in the midst of the Covid-19 pandemic (Avriyanti, 2021).

The pattern of linkages and partnerships basically tries to link the small business sector and the large business sector.

The small business sector is expected to be a supplier (upstream sector) as well as a downstream sector of the activities of the large business sector (Sumahamijaya, 2014). In its development, this pattern developed into a pattern of adoptive father and adopted son. Mutualism symbiosis between two parties can be interrelated and each party can feel the benefits (Suprayitno, 2021).

Creating a conducive business climate for the growth and development of the small business sector. This condition can be created by providing greater opportunities for the small business sector for access to markets, access to financing sources, and access to technology. Increasing market access can be done by providing "protection". The fields of small business are closed to the large business sector (Ponggohong & Mandulangi, 2020). Increasing access to financing sources can be done by providing convenience in accessing bank credit. Access to technology can be done through education and training. In this training, the small business sector is expected to obtain various new information regarding production techniques. Here we need a climate that supports the transfer of technology from the large business sector (either government or private) to the small business sector.

Improving the quality of human resources. One contribution to improving the quality of human resources is the development of human resources through the growth of achievement motivation (Werdhiastutie et al., 2020). These efforts can be carried out through education and training to improve managerial skills, practical skills, and entrepreneurship. For small entrepreneurs, it will be easier to learn in practice than to learn complicated theory (Lukiyanto & Yoseph, 2020). Various forms of internships, business incubators, business clinics and business consulting are the right approach for them.

Today's young generation generally still has a lot of hope to get a job in government-owned and private offices. Very few want to

be independent by way of entrepreneurship. For this reason, we want to help government programs in fostering interest in entrepreneurship among the younger generation.

This activity is carried out in the form of counseling and is expected to provide insight for all participants from the Karang Taruna Tawangmangu District, Karanganyar Regency, to have the knowledge, skills, mental attitude and courage to start entrepreneurship so that they can have a business and can manage their business well and not only always depend on themselves as employees, whether they want to be private employees or civil servants.

Through this activity, they are expected to be able to understand the concept of entrepreneurship as a whole, so that participants can have an interest in entering the world of entrepreneurship and so that they have the right knowledge. Provide insight on how to start a business and choose the right type of business, according to their talents and talents so that participants are expected to be motivated and can immediately have the desire to open a business. Provide insight into possible business failures and ways to anticipate and overcome business failures.

Outcomes of this activity are to increased knowledge of participants about the concept of entrepreneurship so that they have the right knowledge about the world of entrepreneurship, so that it can foster interest for participants to start entrepreneurship. Increased participants' insight on how to start a business and choose the right type of business, according to their talents and talents. Because it is realized that each individual has different talents and talents from one another. Increased knowledge of participants about possible business failures and ways to anticipate and overcome business failures. Thus, if they have entered the world of entrepreneurship, they have a good mentality, do not give up easily and

give up hope when facing possible risks that will be faced, entrepreneurship Companion Module Material, and scientific Journal Publication with ISSN.

METHOD

This activity is carried out with the following stages:

- 1) Counseling, with a view to providing insight and knowledge about the world of entrepreneurship, so that having good insight and knowledge is expected to be able to foster an entrepreneurial spirit.
- 2) Assistance, with a view to overcoming the difficulties encountered. In the process of starting a business, participants are very aware that they will face many new things that may be difficult for them to solve, so they are also aware that they need assistance in the implementation process.
- 3) Monitoring the results of the counseling by this service team is to determine the extent of the ability of the younger generation to overcome the obstacles they face (capital, human resource capabilities, ability to manage businesses), after applying the results of the counseling that have been obtained.
- 4) Evaluation of the participants was carried out by means of question and answer and through several aptitude and interest tests to find out what type of business was suitable for each participant. The evaluation was also carried out by means of the participants answering questions to test participants' understanding of the material that had been received.

Evaluation Method

Prior to the counseling, a pre-test was conducted to determine the participants' knowledge about the world of entrepreneurship, after the counseling was completed, another test was conducted with the same questions. By comparing the results of the answers that have been done, it will be known whether there is an increase or not, in terms of knowledge about techniques for

starting a business and business management. In addition to the form of the test as mentioned above, an evaluation is also carried out in the form of discussion and question-and-answer, related to the participants' understanding of the material that has been delivered, so that the participant's grasping power can be known and can be followed up immediately to straighten out if there are still unclear understandings.

RESULTS AND DISCUSSION

The implementation of this activity is one of the efforts to realize the Vision and Mission of Slamet Riyadi University Surakarta, which is to become a quality higher education institution that can play an active role in the development of science and technology for sustainable human welfare, upholding the nation's culture and having the spirit of Pancasila. In the University's mission it is stated that Unisri organizes research and service activities, implements and disseminates science and technology to improve the welfare of mankind and organize learning that develops an entrepreneurial spirit.

In addition to realizing the vision and mission of Unisri Surakarta, this community service activity also supports the vision and mission of the Unisri Faculty of Economics, especially the third mission, where the third mission of the Faculty of Economics is to develop and disseminate knowledge, especially in the fields of Management and accounting to improve people's living standards.

The results achieved from this community service program include:

- 1) Participants understand and have knowledge of how to start a business or business. Do you have to start with money, strong will or relationships?
- 2) To produce young people who have an interest in becoming an entrepreneur, either as a producer in the form of goods or in the form of services.

- 3) If the younger generation has a strong motivation to become an entrepreneur, it will advance and develop the region concerned, the impact on the regional economy will increase and the overall economy (macro) will be better.
- 4) Increased motivation of Youth Organizations in Ex. Tawangmangu, Kec. Tawangmangu, Kab. Karanganyar. to be entrepreneurial and be able to carry out financial management properly, so that they will be able to develop strategies and ultimately be able to excel in choosing their business. Increased knowledge of the younger generation in terms of techniques for starting a business and managing finances well.
- 5) Increased knowledge in seeking market access, especially success in creating repeat orders (captive market) and market drivers (open market).
- 6) Increasing the ability of the younger generation in terms of business management.

To follow up on this community service activity, the plan for future activities that need to be carried out is to hold follow-up activities with different materials to make participants' knowledge more comprehensive. We hope that in the future activities there will be more mentoring for the Youth Organizations who are part of the joint business group in Ex. Tawangmangu, Kec. Tawangmangu, Karanganyar Regency. We do this so that we can monitor the progress of the efforts that have been made. If there is a problem encountered, a solution can be found as soon as possible.

CONCLUSION

This outreach activity was carried out in Ex. Tawangmangu, Tawangmangu District, Karanganyar Regency. Participants in this activity are members and administrators of the Youth Organization.

Benefits that can be felt from this activity such as increased knowledge of the younger generation in terms of techniques for

starting a business and managing finances well, increased knowledge in seeking market access, especially success in creating repeat orders (captive market) and market drivers (open market) and increasing the ability of the younger generation in terms of business management.

REFERENCES

- Avriyanti, S. (2021). Strategi bertahan bisnis di tengah pandemi covid-19 dengan memanfaatkan bisnis digital (studi pada ukm yang terdaftar pada dinas koperasi, usaha kecil dan menengah kabupaten Tabalong). *Jurnal PubBis*, 5(1), 60–74. [Google Scholar](#)
- Din, B. H., Anuar, A. R., & Usman, M. (2016). The effectiveness of the entrepreneurship education program in upgrading entrepreneurial skills among public university students. *Procedia-Social and Behavioral Sciences*, 224, 117–123. [Scopus](#)
- Lukiyanto, K., & Yoseph, B. K. (2020). Entrepreneurship: Mindset, Ide Bisnis, Realisasi, MK. *Press, Surabaya*. [Google Scholar](#)
- Ponggohong, L., & Mandulangi, J. (2020). *Kewirausahaan*. POLIMDO PRESS. [Google Scholar](#)
- Ritonga, W., & Lukiyanto, K. (2019). *Pendamping Kewirausahaan*. CV. Revka prima Media
- Subanar, H. (2001). Manajemen usaha kecil. *BPFE, Yogyakarta*. [Google Scholar](#)
- Sumahamijaya, S. (2014). *Membina Sikap Mental Wiraswasta*. Gunung Jati. [Google Scholar](#)
- Suprayitno. (2021). *Manajemen Sumber Daya Manusia*. Unisri Press.
- Trihatmoko, A., & Harsono, M. (2017). Kewirausahaan: Membentuk dan mengembangkan unit bisnis handal dan mapan. *Edisi Pertama*. *Yogyakarta: UPP*

STIM YKPN. [Google Scholar](#)

Volume, 3, 747–752. [Google Scholar](#)

Werdhiastutie, A., Suhariadi, F., & Partiw, S. G. (2020). Achievement Motivation as Antecedents of Quality Improvement of Organizational Human Resources. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*



© 2022 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).