

Building Student Entrepreneurship Through The Kkm-Iptek Program For Entrepreneurs At Serang Raya University

Hamdan

Faculty of Economics and Business, Serang Raya University
e-mail: hamdanunsera2@gmail.com

Received: 5 June 2022, Revised: 20 June 2022 Accepted: 10 August 2022

<https://doi.org/10.54099/jpma.v1i3.154>

Abstrak

Tujuan Kegiatan Inkubator Bisnis Universitas Serang Raya antara lain: mengembangkan jiwa wirausaha, pelatihan manajemen dan keterampilan bisnis bagi tenant, konsultasi bisnis, review perusahaan yang sudah mapan dan memfasilitasi tenant dalam berwirausaha untuk menghasilkan wirausaha baru. Mahasiswa yang sudah memulai berwirausaha, mahasiswa Program Kreativitas Mahasiswa Kewirausahaan (PKMK) atau Program Kreativitas Mahasiswa (PKM) lainnya, mahasiswa lulusan yang berminat atau baru memulai usaha dapat menyempurnakan kegiatan wirausaha yang telah dilakukan sebelumnya, untuk meningkatkan bisnis mereka. Unit layanan program Inkubator Bisnis Universitas Serang Raya tahun 2022 memberikan motivasi berwirausaha kepada 40 mahasiswa yang semuanya merupakan mahasiswa PKMK/PKM lainnya, mahasiswa yang baru memulai usaha dan mahasiswa yang sudah lulus, maka dari jumlah tersebut 17 terpilih menjadi tenant calon pengusaha. Di akhir program, 6 mahasiswa dan mahasiswa pascasarjana telah berhasil menjadi wirausaha baru dengan berbagai bidang usaha, antara lain: kerajinan kayu, tas tali, jilbab, kain perca, usaha kuliner kantin kampus dan donat sayur serta usaha jasa sewa sepeda . sepeda motor.

Abstract

The Aim of The activities of the Serang Raya University Business Incubator include: developing an entrepreneurial spirit, training management and business skills for tenants, business consulting, reviewing established companies and facilitating tenants in entrepreneurship to produce new entrepreneurs. The Students who have started entrepreneurship, students of the Entrepreneurship Student Creativity Program (PKMK) or other Student Creativity Programs (PKM), graduating students who are interested or just starting a business can perfect the entrepreneurial activities that have been carried out previously, to increase their business. The service unit for the Business Incubator program at the University of Serang Raya in 2022 provides entrepreneurship motivation to 40 students, all of whom are other PKMK/PKM students, students who are starting new businesses and students who have graduated, then from that number 17 were selected to become tenants of prospective entrepreneurs. At the end of the program, 6 students and graduate students have succeeded in becoming new entrepreneurs with various business fields, including: wood crafts, rope bags, headscarves, patchwork, campus canteen culinary businesses and vegetable donuts as well as a bicycle rental service business. motorcycle.

Keywords : *kkm-science and technology, entrepreneurship, independent, tenant, management, skills*

1. INTRODUCTION

Serang Raya University has a basic scientific pattern of "entrepreneurship" which since 2008 until now has implemented entrepreneurship development programs, including: Independent Business and Entrepreneurship Program (PUMK), Village Revitalization Program, coaching program in the form of courses, training and mentoring focuses on improving managerial and skills for the Educated Young Generation, SMA, Students, UKM, and the general public. In terms of capital, business consulting activities are carried out through Bank Partner Financial Consultants (KKMB) as a result of

cooperation between Serang Raya University and 3 banks, namely Bank BTN, Bank Syariah Indonesia and Bank Banten. Serang Raya University has also collaborated with various parties, including the Rahmatullah Sidik Foundation since 2008 implementing the initial program of Independent Learning Assistance (BBM), Life Skills, Internship Teachers and Community Empowerment Programs Around the Campus.

In terms of student entrepreneurship, there are various products/commodities that have been produced or sold by students during their lectures at the University of Serang Raya, including 13 students participating in the Entrepreneurship Student Creativity Program in 2021 with various commodities/products, including: souvenirs wood, motorcycle seats, bags, sandals, accessories, curtains, and food baskets. There are 18 students participating in the Student Creativity Program other than Entrepreneurship in 2022 with studies on various commodities/products, including: vehicle components, metal industry, food, and tourism. In addition, many students are starting new businesses with commodities/products: sanitary ware, t-shirts, screen printing, souvenirs. More than 100 students who have graduated from Serang Raya University who have started new businesses with various products/commodities, including: t-shirts/screen printing, trade, consulting services, and others.

KKM-Science for Entrepreneurship Serang Raya University is a facility managed by Serang Raya University lecturers and staff that offers an integrated package to entrepreneurs or students who have graduated and final year students. The integrated package includes: a) physical facilities in the form of offices, laboratories, and workshops both on campus and in partner companies of Universitas Serang Raya that can be used together; b) access opportunities and network formation; c) consulting services; d) establishment of a working network between entrepreneurs and employers' associations; e) product development into commercial products. The Serang Raya University Business Incubator is a system that can provide a role more than just a place where management training is held for tenants, but is able to generate, foster and develop entrepreneurship in a sustainable manner so that they become strong and innovative entrepreneurs (Kasali, 2019) and innovative (Pujantiyo, 2016). Science and Technology for Entrepreneurship Serang Raya University is an organizational unit that provides facilities and infrastructure as well as integrated services in developing new entrepreneurs so that they develop into strong and independent entrepreneurs. Thus, it is hoped that Science and Technology for Entrepreneurship, Serang Raya University will have a role in encouraging regional and national economic growth and progress to achieve a more prosperous society.

The operating method in science and technology for entrepreneurship follows the principle of "learning by doing" (Hackathorn, 2021) which invites tenants to pay attention, learn, try to design and carry out/run production, participate in handling marketing, and evaluate all activities that have been carried out. The hope of using this method is that the participants can absorb the process of making design, production to marketing, so that in the end it will be easy to adopt things that have been experienced in the Business Incubator to be created and developed in their respective environments. So, the role of the Business Incubator is as a place of awareness for students and students who have graduated from university so that their entrepreneurial spirit becomes an independent entrepreneurial attitude.

The Business Incubator activity aims to foster Business Incubator participants to start and establish a business that includes the following business fields: Culinary sector, handicraft sector, service sector, information technology sector

2. METHOD

The selection process for prospective entrepreneurship program participants at the University of Serang Raya (recruitment tenants) is carried out in stages as follows: (1) conducting socialization to

heads of departments and students who receive PKMK/non PKMK grants as well as students and graduating students who are interested in the field entrepreneurship, (2) Conducting a selection (recruitment test) on applicants for the Business Incubator program. (3) a total of (30) thirty PKMK students/non-PKMK students who have successfully passed the recruitment test to take part in the entrepreneurship lecture program (KWU), but only 23 (twenty three) students with the best ranking are allowed to continue to participate in the entrepreneurship capacity program. building, namely (1) entrepreneurship training, (2) entrepreneurship internship, and (3) entrepreneurship incubator. Of the 20 students who are being discussed in the entrepreneurial capacity building program, 8-10 new independent entrepreneurial students can be produced per year who are ready to compete in the community (business establishment). The pattern of recruitment of participants in the entrepreneurship program of the Serang Raya University Business Incubator, as shown in Figure 1.

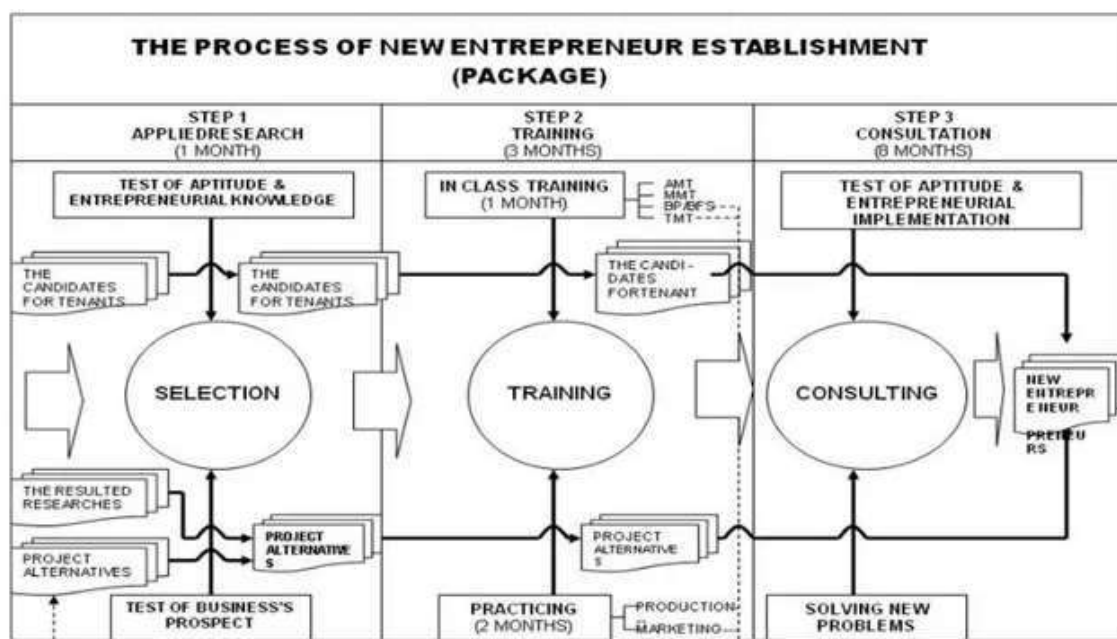


Figure 1: Recruitment Pattern for Business Incubator Participants

The Business Incubator approach method in the context of empowering student entrepreneurship potential uses the PALS (Participatory Action Learning System) method. The basic principle of the PALS method is the involvement of students in the active learning process of participants in the entrepreneurship program naturally with all approaches so as to form a participatory learning interaction system, both personally and communally. The PALS method focuses on the transformation of existing activities to be carried out to bring about changes towards improving student entrepreneurship conditions through (1) the entrepreneurial awareness phase (awareness), (2) the capaciting phase and entrepreneurial scaffolding (scaffolding). entrepreneurship capacity building), and (3) the institutionalization phase of new businesses as new entrepreneurs. The Business Incubator approach method with the PALS method is grammatically shown in Figure 2.

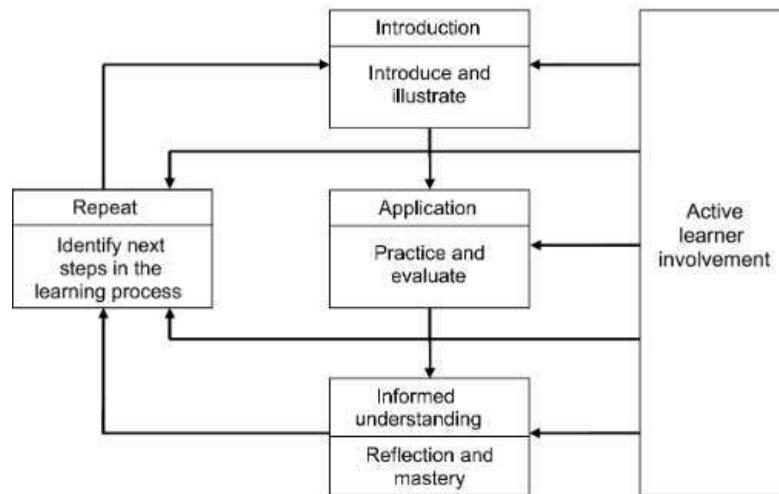


Figure 2: Participatory Action Learning Systems . Method

3. RESULTS AND DISCUSSION

A total of 28 students and students who have graduated were selected to be participants in the Business Incubator Program, coming from various study programs at the University of Serang Raya as described in Table 1. At the initial selection and screening stage, the Business Incubator program attracted more than 50 students and undergraduates. who have passed, in the next implementation 28 participants are selected to be fostered, trained and developed so that they become strong new entrepreneurs. There are 3 phases that have been implemented in the Serang Raya University Business Incubator program, namely: 1) entrepreneurship awareness phase, 2) capacity building and mentoring phase, 3) institutionalization phase

- a. The Entrepreneurship Awareness phase aims to shape and develop the attitude and behavior of 'entrepreneurs', who are able to be creative, innovate, and proactively deal with environmental developments. The technical forms of training applied are classical, case studies, discussions, and simulations.



Figure 3: Motivation for Developing Entrepreneurial Attitudes and Behaviors

The next briefing relates to how to start, develop and maintain a business with the case of businesses in the handicraft sector. Enlightenment about the role of universities in general and in particular Serang Raya University in encouraging students and the general public to run businesses, both individually and in groups. This role covers various aspects, including: business motivation, capital, management, to product and service marketing. In terms of design, it discusses the role of Product Design and Graphic Design in supporting business activities so that businesses can develop. Enlightenment was also given by Multimedia business activity activists explaining the opportunities and prospects of multimedia business and the use of multimedia for business development.

- b. The Capability and Mentoring phase is a phase that is more directed towards efforts to strengthen the business pioneers of the participants (tenants). This stage begins by inviting all participants to small and medium-sized business units (SMEs) in Serang City which have carried out business activities for more than 10 years and have been selling to foreign countries (exports), so that in the interaction between Business Incubator participants and entrepreneurs who participated in the Business Incubator received stories about how to start a business, develop and maintain a business. In this activity several Business Incubator participants conducted business consultations to strengthen their determination to open and start a business.
- c. The institutionalization phase is carried out in order to create a network of cooperation between Serang Raya University Business Incubators – Tenants – Institutions whose processes take advantage of the advantages of institutional partners. Cooperation has been carried out in collaboration with several communities, including: the Banten Reading Study Room and the Plat-A Community. Aqil Study Room Is a community of students who are at a learning stage, both studying science in general and studying business. This community has activities that showcase entrepreneurs from the beginning to the present day through the theme “Entrepreneurs in Stories” with practitioners and business actors as speakers. This forum introduces and describes the other side of doing business to the participants, in addition to strategic and technical reviews, the value to be conveyed is "Doing business is determined in life".

Product and Service Marketing

In order to increase the market for the tenants of the Serang Raya University Business Incubator, collaborative marketing activities have been carried out with several communities, including:

- Marketing in Serang City Square Area :As a first step in the marketing program, under the guidance of the Business Incubator Program, LPPM Serang Raya University will hold direct marketing activities in a public place, namely Serang City Square on November 19, 2022.
- Marketing in Serang Raya University Area : Marketing on Jalan Serang Raya University Area will be held on November 24, 2022 as Entrepreneur Day organized by the LPPM Business Incubator Program, Serang Raya University.

Outside

The outputs achieved to date are:

- a. New Entrepreneur services or products for students who have graduated who have science and technology advantages, including:
 - handicraft products: handmade flowers, wood, rope bags, hijab accessories, cloth flower buckets, cloth painting

- snacks: vegetable donuts, chocolate dates
- services: motorbike rental.

Some of the participants in the Business Incubator have not yet decided what type of business they will undertake, even though business startups have been carried out. For this reason, it is necessary to strengthen in the form of business consulting involving established business actors.

b. Establishment of a tenant business network with stakeholders.

- Bantam Study Room reading
- Plat-A . Community

Meetings are being explored with several parties, including: Serang City Chamber of Commerce and Industry (KADIN), Serang City Regional National Crafts Council (Dekranasda), and other related agencies.

4. CONCLUSION

The conclusions obtained from the results of this dedication are: The Business Incubator is the right program to foster the entrepreneurial spirit and eradicate new entrepreneurs from among students and students who have graduated from college. Business Incubator participants have gone through a coaching process covering 3 phases, namely the entrepreneurship awareness phase and the Capacity building, Mentoring and Institutionalization Phase. Several activities in the third phase are still needed, including the participation of participants in group and private business consultations with business people to strengthen the efforts of each participant. Business Incubator participants get practical experience that they don't get from college so that they are aware of field problems from interactions with business actors and resource persons at the entrepreneurship briefing session. There are 8 students who have confirmed the types of products and services. The Business Incubator Program is very much needed to support and as a continuation of entrepreneurial activities, for example: PKM-Entrepreneurship, PKM Technology Ideas, entrepreneurship lectures. Time constraints that clash with other activities, such as Real Work Practices, Field Work Practices and Long Semester Holidays often make it difficult for students to participate in the entire program, thus requiring scheduling involving lecturers and students so that all participants can participate in all activities in full.

Suggestions for the next program are: The Business Incubator Program is a complete and structured business development program for students and students who have graduated so that a common understanding is needed between program implementers and the Heads of Study Programs, Deans, Student Councils in achieving student independence and graduating students in developing businesses. There is a need for collaboration between universities that have a Business Incubator program so that collaboration can be carried out in the form of joint activities, for example: product exhibitions, business consultations, business contacts, etc. More intensive cooperation is needed with stakeholders in the business sector, including: Serang City Chamber of Commerce and Industry (KADIN), Serang City Regional National Craft Council (Dekranasda), and related agencies, namely: Industry and Trade Office, Serang City Cooperatives and SMEs Service .

THANK-YOU NOTE

The author would like to thank Serang Raya University for providing financial support and facilities for this service.

DAFTAR PUSTAKA

- Beckett, D. (2000). Just-in-time training as anticipative action and as inferential understanding. In C. Symes(Ed.), *Working knowledge: Productive learning at work: Proceedings [of the] international conference* (pp. 15–20). Sydney, New South Wales, Australia: University of Technology, Research Centre for Vocational Education and Training.
- Fixsen, D. L., Naoom, S. F., Blase, K. A., Friedman, R. M., & Wallace, F. (2005). *Implementation research: A synthesis of the literature*. Tampa: University of South Florida. Retrieved October 8, 2007, from http://www.fpg.unc.edu/~nirn/resources/publications/Monograph/pdf/Monograph_full.pdf
- Hackathorn, Jana. Et.al. 2011. “Learning by Doing: An Empirical Study of Active Teaching Techniques”. *The Journal of Effective Teaching*, Vol. 11, No. 2, 2011, 40-54.
- Kasali, Rheinald. 2010. “Myelin, Mobilisasi Intangibles Menjadi Kekuatan Perubahan”. Jakarta: PT Gramedia Pustaka Utama.
- Kienan, Brenda. 2001. “Small Business Solution E- Commerce”. Frans Kowa (Pent.). Jakarta: Elex Media Komputindo
- Pujantiyo, Bambang. 2006. “Kiat Sukses Pengusaha Inovatif” Jakarta: Timpani Publishing.
- Trotter, Y. D. (2006). Adult learning theories: Impacting professional development programs. *Delta Kappa Gamma Bulletin*, 72(2), 8–13.
- Yang, B. (2003). Toward a holistic theory of knowledge and adult learning. *Human Resource Development Review*, 2, 106–129