

Entrepreneurship Training through Softskill and Computerization Strengthening Elaboration for Youth Organization in Gresik

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Abstrak

Changes that occur at this time, especially in real business both as individuals and organisations, none of them has not changed. These changes certainly must be positively addressed as an affirmation of following and increasing capabilities so as not to be crushed by these changes. Training with the elaboration of strengthening soft skills and computerisation is carried out as one of the answers to these changes, especially in improving the ability of technology-based entrepreneurship. Specific goals and targets to be achieved Entrepreneurial training through the elaboration of strengthening soft skills and computerisation are; a). Equipping participants especially youth members to have the right understanding in achieving success; b) Providing ability to make long-term planning; c) Provide motivations for success; and d) Providing ability with the use of technology in entrepreneurship. The method used for this achievement is a semi workshop wherein the initial stage of the activity is the provision of material related to the achievement of the first, second and third goals while for the computer workshop as the achievement of the fourth goal. The activity is carried out for two days with a duration of 16 hours face to face or every day. The implementation of these activities was carried out by the Karangtaruna team while from the Muhammadiyah University Gresik team as facilitators. This activity is also expected to provide material that is following the needs of youth members as partners in the present and future in entrepreneurship.

Keywords: soft skill, entrepreneurship, elaboration.

Preliminary

All always experience change, both individuals and organisations, none of the individuals and organisations in this world who have not changed, even the waves of change are increasingly unstoppable. With the advancement of information technology, organisations are now in a dynamic and competitive environment. This requires individuals and organisations to adopt ways of trying and achieving desired goals, including adjusting organisational management, work processes and organisational culture and personal character as the subject. The Constant is change, that is the right language to describe the nature of change itself. As if following the word of nature, everything changes, whether gradually or drastically. These changes can be in the form of changes in knowledge abilities, mental changes, changes in the environment and those changes must occur inevitably, like it or not.

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As part of the community, it should involve itself in efforts to enlighten, empower mentoring, dedication to improving the quality of human resources, especially to individuals and community organisations. Because with the changing dynamics of business life, individuals as Indonesian human resource assets are required to have more competitiveness, namely by having a successful personal character.

Building the right character, the ability to have a planned and measured vision and the long-term goal is necessary and increasingly urgent and inevitable to have as well as understanding the values of success as a spirit to inspire every action. Almost certainly a success, one of which can be achieved by changing the way of thinking and how to act more effectively and efficiently.

The right mindset and character have a significant impact on success, so there is the phrase "if it fails to plan it has planned failure". In the

right way, achieving success will be more manageable.

Such a mindset must be accompanied by the ability and mastery of technology so that human resources have added value in entrepreneurship so that they will indirectly support the acceleration and expansion of Indonesia's economic development.

This activity is also expected to affirm the importance of providing human capital that can manage resources into high value-added products, fostering the entrepreneurial spirit of the young generation to lead the nation's progress and independence. There are no developed countries without the presence and contribution of entrepreneurs, "Alma (2013; 2) stated, that entrepreneurship charity towards national development are: a) as an entrepreneur, giving devotion to the process of production, distribution, and consumption. Employment, increasing community income b) as a nation fighter in the economic field, increasing national security, reducing dependence on foreign nations.

Entrepreneurship with the ability to use technology, especially computers and innovation, is a regional and global competitiveness trend, taking into account imports. "The spirit of entrepreneurship does not mean trading in a narrow sense but also must be reflected in the mindset, attitudes and daily actions. The mindset by combining technology as its basis is often referred to as technopreneurship. As the conclusion stated by Sudarsih (2013) The concept of technopreneurship as expressed in above basically integrating technology and entrepreneurial skills (entrepreneurship skills). In the concept of technopreneurship, the basis of entrepreneurship development starts from the invention and innovation in the field of technology. The technology understood in this context is not just technology in the form of high tech, but of course not always technology must only be defined as the application of knowledge to human work; thus accounting, economic order quantity, verbal or online marketing, and well-formulated mentoring are technology as well.

The simultaneous ability and mastery (multiple abilities) between soft skills and hard skills is currently one that is needed to become a competitive entrepreneur for entrepreneurship

training through the elaboration of strengthening soft skills and computerization for youth to become an affirmation of the involvement of the University Tri Dharma High on one side and the other side becomes an urgency for youth organizations to survive and sustain themselves in the present and future. The aim of entrepreneurship training through strengthening computer-based soft skills is: a) Equipping participants especially youth members to have the right understanding of achieving success; b) Providing the ability to make long-term plans; c) Provide motivations for success, and d) Providing ability with the use of technology in entrepreneurship.

Implementation Method

The method used to explain the things offered to overcome this problem.

1. Priority Issues

The importance of awareness, motivation, resilience possessed by young people as candidates for new entrepreneurs becomes things that must be resolved first, the problem is among others how is the ability to do planning, self-management ability (toughness), motivation (strong desire to progress), ability in the implementation stage (mastery of production, marketing and finance) through soft skills strengthening is elaborated with computerized capabilities (creating blogs for business purposes, online and operational pages with photoshop adoption)

2. Problem-solving approach

Based on the priority of the problem, the approach method offered to solve the problem is through training in strengthening soft entrepreneurial skills that are elaborated with the ability to master computers.

An activity plan that shows the steps (stages) of the solution to the problem is described as follows;

The stages of activities can be presented as follows:

- a. Stage 1 is the identification of priority problems with partners (Sub District Youth Organization)
- b. Phase 2 is the implementation that includes;
 - 1) Strengthening soft skills with business planning material, self-

management, entrepreneurial success motivation, production process, financial accounting and taxation.

- 2) Strengthening computer capabilities to support the business that will be run (Adobe Photoshop, building a business blog, and online business capabilities)
- c. Stage 3 is an evaluation of activities

3. Partner participation in program implementation

The involvement of partners in activities includes consolidation and mobilization of members to participate in the implementation of activities, preparing activities from the provision of a place of implementation and supporting equipment and conducting joint evaluations.

4. The type of output that will be generated

Based on the objectives of the activity are as follows:

- a. Through motivational material, the importance of entrepreneurship participants has an understanding of success that can be achieved through entrepreneurial alterations and strong motivation in achieving success through entrepreneurship.
- b. Through material self-management, participants are more confident, resilient in planning and acting
- c. Through material production, finance and taxation participants can make scheduling, cash and tax projections that will appear later in entrepreneurship.
- d. Through business-based computer training and training, participants can make alternative media that can be used to support businesses and develop innovations in blog pages and other online pages.

Results and Discussion

Service Outcomes

Based on the proposed activity plan, the results of community service activities are presented as follows:

1. Identification of the priority problems with partners (Sub District Youth Organization),

based on discussions (participatory) and meetings conducted with Youth Organization produced some problems that needed attention, including:

- a. The incomplete preparation of business proposals and collaboration
 - b. The contribution of youth organisations in the participation of the central District Office development has not been maximised
 - c. Do not have a joint business group (KUB) or business unit
 - d. The entrepreneurial motivation that is not yet high, managerial aspects for business need to be increased again.
 - e. Supporting skills in the form of computer-related skills need to be done so that businesses that are run are more updated with technology.
 - f. Not having a village or District trademark as a village advantage
 - g. It is necessary to improve the strategic planning of Sub District Youth Organization
 - h. Sources of funding for youth activities still rely on the district
2. At the implementation stage which includes; the selection of several possible problems that can be made to contribute to Youth Organization which is based on capabilities, resources, time and finances and facilities. From the identification, several selected programs were chosen, which we then synergized into Entrepreneurship Training activities through the Elaboration of Soft Skill and Computerization Strengthening for Youth in Ngipik sub district, Gresik, several activities including; Managerial aspects (successful management, self-leadership management), business proposals and cooperation (marketing, production, basic strategies and finance). Computer applications (making business blogs, assembling computers, graphic design, online business applications). As presented in Figure 1:



Figure 1: Entrepreneurship Elaboration

3. Strengthening soft skills with business planning material, self-management, entrepreneurial success motivation, production process, financial accounting and taxation. Strengthening soft skills is expected to be a strong foundation in running a business, as shown in Figure 2:



Figure 2: Strengthening Soft Entrepreneurship Skills

4. Strengthening computer capabilities to support the business that will be run (Adobe Photoshop, building a business blog, and online business capabilities), as shown in Figure 3:

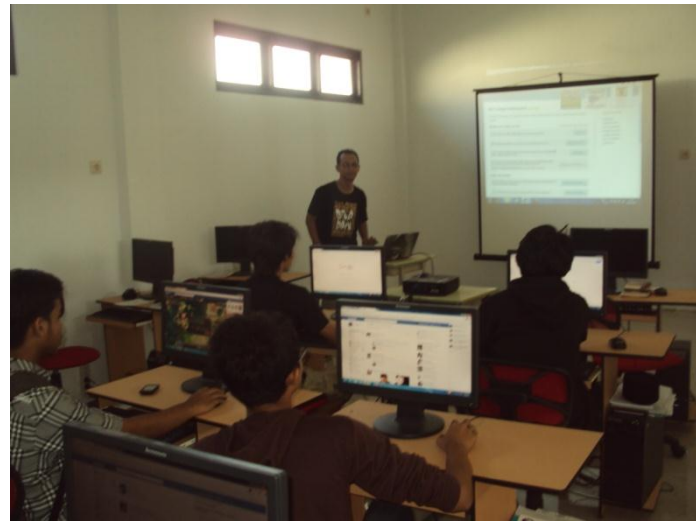


Figure 3: computer training

Discussion and Evaluation

Based on activities carried out through semi workshop, participatory methods, evaluation and discussion are described as follows:

1. Participants have been able to compile, identify or bring up creative, innovative and sustainable ideas and formulating this business proposal is an elaboration of the material that has been given previously, namely;
 - a. Through the motivational material that has been given, in the evaluation participants have an understanding of success that can be achieved through entrepreneurial alterations and strong motivation in achieving success through entrepreneurship.
 - b. Through material self-management, participants are more confident, resilient in planning and acting
 - c. Through material production, finance and taxation participants can make scheduling, cash and tax projections that will appear later in entrepreneurship
2. Materials and methods are appropriate and enough, but in the future, this activity will be more in a separate bottom-up workshop, for example by holding business proposal preparation workshops, business establishment workshops with participatory models.
3. More young businesses need to be established (e.g. digital printing) with financing schemes from the company's corporate social responsibility program and the Office of Social Affairs which oversees Youth Organization,

but a proposal or business feasibility has been made as described by the speaker, so that in the future this business become a joint business group (KUB). Alternative is to make a pro-hygiene business such as a waste bank that is more sustainable in the long run, the next alternative is to develop early childhood education with tutoring where early childhood education is an institution that has been established previously which is also in its establishment in collaboration with universities (management study programs) and corporate social responsibility according to the company, this scheme is more realistic where morning is used for early childhood education and in afternoon hours is used for tutoring.

4. Activities need to be arranged that lead to the superiority of the village or in the future to become a village brand or youth brand, for example, or village of education.
5. Supporting factors and inhibiting factors
Several factors that support the implementation of community service activities are the amount of enthusiasm and enthusiasm of participants during the activity so that the activities take place smoothly and effectively. While the inhibiting factors are the limited time of activities and the lack of availability of supporting tools to realize the results of the post-training activities.

Future Activities Agenda

Based on the results of the dedication activities carried out, several activities that will or can be carried out are conducting computer-based entrepreneurship training to get to the leading village with a pioneering green entrepreneurship-based business or digital printing business.

Conclusion

From this community service activity, it can be concluded that: a) The knowledge and understanding of participants in generating creative ideas for the business can be seen once this is evident from the business plan that will be established, business proposals already owned, motivation increases and how to manage themselves (self-management) ; b) Fresh business ideas are increasingly emerging such as: garbage bank, digital printing and tutoring

Given the magnitude of the benefits of community service activities, then it is necessary to: a) Hold similar training at an advanced level when the business has been established and is more mentoring and supervision; b) The continuity and monitoring of the program after this service activity so that the sustainability of the activities can be known and recorded.

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