

OPTIMIZING THE ENTREPRENEURIAL SPIRIT OF *FORUM GENERASI BERENCANA* (GENRE) IN BANTUL REGENCY

Mohammad Ahyar Syafwan Lysander¹, Dika Prawita², Putri Dwi Cahyani³,
Hanna Mutisari Sitorus⁴

Faculty of Economic, Universitas Sarjanawiyata Tamansiswa

¹Ahyar.sl@ustjogja.ac.id, ²dika.prawita@ustjogja.ac.id, ³putri.dc@ustjogja.ac.id, ⁴

ABSTRACT

The creative industry and creative economy serve as leading sectors in Bantul Regency besides agriculture and tourism. Currently, the handicraft sector is growing very rapidly marked by products that become local commodities and exports to various countries. However, an entrepreneurial community called Generasi Berencana (GenRe) needs improvement in terms of their business skills as it has never received assistance from competent parties in the field. Viewed from their productive age, the forum members have the potential to develop in creative entrepreneurial activities. The study presents a community service in the form of socialization and training to help adolescents discover and spark their passion, knowledge, and skills for business. The development of the entrepreneurial alertness is expected to foster and ensure the young people specifically GenRe members to achieve their goals and open up job opportunities in the future.

Keyword: *Entrepreneurial spirit, Business skill, Genre member*

1. INTRODUCTION

Entrepreneurship should not be associated with talented people only; anyone has the right and can cultivate their entrepreneurial spirit by developing positive thinking, courage, willingness, hard work, creativity and innovation, and more than just looking for business opportunities but opening up business opportunities. These entrepreneurial traits must be recognized within ourselves and learned as the course of a lifetime. In simple terms, entrepreneur is a person who has the courage to take risks as well as advantages of all the business options available. Having the courage to take risks means being mentally independent and daring to start a business without being overwhelmed by fear or anxiety even in uncertain conditions (Andriana & Fourqoniah, 2020). Entrepreneurial activities can be done by individual or in groups. An entrepreneur in his mind tries to find, take advantage of, and create business opportunities that can provide benefits for himself or his group.

Entrepreneurship is the process of a person or group of people using organized efforts and means to pursue opportunities to create value and meet needs through innovation (Titu & Mara, 2022). Entrepreneurship is defined as the ability to create something new and different from others (Lidyana et al., 2021). Based on some of the opinions above, it can be concluded that entrepreneurship is an innovative and creative behaviour to take advantage of existing opportunities by taking into account the risks in business competition and can take appropriate action to ensure the success of its business.

Along with the growing competition in business industry and the many challenges that an entrepreneur will face, this interest must be followed by careful planning and calculations in order to make a good strategic business decision. Passion for becoming entrepreneur will encourage a person to be more active in finding and taking advantage of the many opportunities that exist in order to develop a business by optimizing their potential.

The GenRe members of Bantul Regency need to level up their business skills since there has been limited assistance from competent parties in the field. In fact, when viewed from their productive age, they have the potential to develop in creative entrepreneurial activities. For this reason, the team offered socialization and training to promote entrepreneurial spirit and as a driving force for young people in Bantul Regency to become young entrepreneurs who can take advantage of opportunities, optimize their potential, make business designs and manage their business.

2. METHOD

Research Subjects and Setting

This community service activity was carried out online through Zoom application on Friday, December 24, 2021, at 07:30 pm. Around 43 young members of GenRe participated in the session.

Implementation Method

The problem-solving method in this training was carried out in several stages, including:

1. Situation Analysis

Prior to conducting the training, a situation analysis was needed to map and examine the needs in this case the members of GenRe forum. The analysis was carried out through discussions involving community service team and the chairman of the forum named Muhammad Hengky Setiawan, S.E.

2. Training

The training was conducted for 1 meeting covering some different materials i.e., entrepreneurial motivation, opportunities and challenges in entrepreneurship,

marketing strategies, and financial management. During the training, the participants could immediately practice applying the materials presented.

3. Mentoring

Assistance is needed to monitor the development of GenRe entrepreneurship activities in promoting local products such as Batik, fruits and other local products. Participants could interact directly or through online messages with the team, discussing the difficulties they might face.

4. Evaluation

At the end of the session, an evaluation was carried out to draw conclusion and assess the suitability of the ongoing activities to the initial design of the activity.

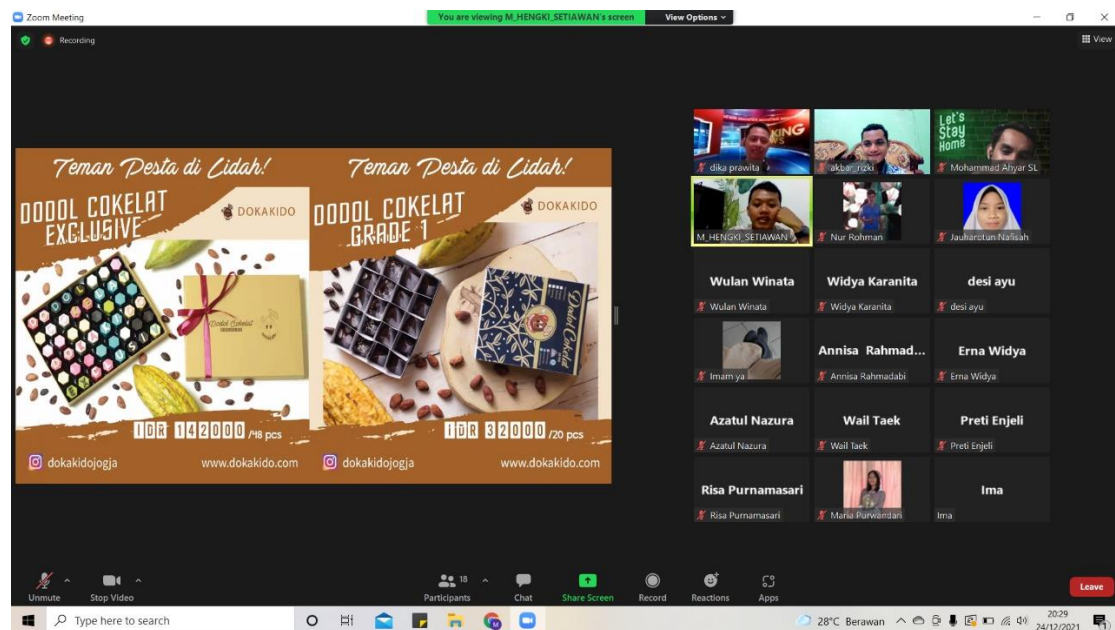
3. RESULTS AND DISCUSSION

This community service regarding training to foster an entrepreneurial spirit for the younger generation in Bantul Regency and its marketing strategy in promoting its local products to be better known by the wider community at the GenRe Forum are described below:

1. The low number of young entrepreneurs in Bantul becomes one of the biggest concerns. Bantul encourages the service team to try to form a business group together by providing socialization of entrepreneurship opportunities and motivation. The team socialized and introduced the concept of entrepreneurship. The material on business planning) was quite interesting for the participants. Other material is the introduction of various types of business opportunities, including business opportunities with zero capital which include reseller, delivery service and affiliate. Participants were enthusiastic about participating in this socialization. It could be observed from the many questions they asked.
2. Provide training on marketing strategies on multiple social media such as Facebook and Instagram so that entrepreneurial passion is fuelled by producing products such as batik and other potential local products. The team worked in collaboration with another team of experts/resources who are indeed competent in the field of marketing through online media. In addition, the participants were also guided directly from creating buying and selling accounts to uploading products.
3. Introduction and delivery of material on the importance of financial management for micro, small and medium enterprises or *Usaha Mikro Kecil Menengah (UMKM)* as well as providing motivation to business actors regarding the importance of financial management. This area plays important and inevitable function in any business. As we know, an efficient financial management is

- crucial for success and sustenance because it involves the management of financial resources and financial activities of the organization.
- During the socialization and training, the participants showed high enthusiasm. They significantly participated and gave contribution to the processes. At the end of the training session, they could produce items which are ready to be marketed.

The following is evidence of the activities during the socialization and training at GenRe forum.



Source: Community Service Team Documentation (2021).

Figure 1. Entrepreneurship Socialization and Training for GenRe Forum

4. CONCLUSION

From the results of the implementation of community service to hone key elements of an entrepreneurial spirit, some conclusions were drawn:

- The community members know and understand the importance and benefits of entrepreneurship.
- The participants indicate improvement in their entrepreneurial skills especially in marketing processes and strategies.
- The training was successful in preparing the participants to design financial management which can be used to assess the situation so they can operate their business at a high level and prioritize what needs to be done.

REFERENCE

- Andriana, A. N., & Fourqoniah, F. (2020). Pengembangan Jiwa Entrepreneur Dalam Meningkatkan Jumlah Wirausaha Muda. *PLAKAT (Pelayanan Kepada Masyarakat)*, 2(1), 43. <https://doi.org/10.30872/plakat.v2i1.3823>
- Lidyana, N., Perwitasari, D. A., & Supraptiningsih, L. K. (2021). Peningkatan Jiwa Entrepreneur Karang Taruna Melalui Penyuluhan Diversifikasi Olahan Jamur Tiram. *Bantenese : Jurnal Pengabdian Masyarakat*, 3(2), 77–88. <https://doi.org/10.30656/ps2pm.v3i2.4012>
- Titu, M. A., & Mara, M. D. M. M. (2022). Pengaruh Mata Kuliah Kewirausahaan Terhadap Minat Ber- Entrepreneur. *Jurnal Pendidikan Dan Kewirausahaan*, 10(2), 656–664.