

PKM Strengthening Organizations through Edupreneurship and the Establishment of a Cooperative for Karang Taruna Balekambang Village, East Jakarta

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Abstrack

This community service activity aims to increase the knowledge and spirit of entrepreneurship (Edupreneurship) for the people of Balekambang - East Jakarta (specifically the Youth Organization management) and the entire Balekambang community - East Jakarta (especially the Youth Organization management) is expected to understand the principles and have a Cooperative in under the auspices of a legal entity foundation and the adoption of technology through out the Balekambang community - East Jakarta. This training method (PKM) is in the form of entrepreneurship training, business management training (Edupreneurship). Participants (youth organization and community in Balekambang, East Jakarta) participated in this activity with enthusiasm, this was indicated by questions and responses regarding the material provided. During the training activities, in addition to participating as participants, partners played a role in providing training venues, participated in socializing training programs that would be carried out to the youth committee and community members in Balekambang, East Jakarta. So that the participation of partners is very supportive of the overall implementation of the PKM program activities.

Keywords: Balekambang; edupreneurship; *youth organization*; *cooperatives*; *e-commerce*.

Abstrak

Kegiatan pengabdian masyarakat ini bertujuan untuk meningkatkan pengetahuan dan semangat kewirausahaan (Edupreneurship) bagi masyarakat Balekambang - Jakarta Timur (khususnya manajemen Organisasi Pemuda) dan seluruh masyarakat Balekambang - Jakarta Timur (khususnya manajemen Organisasi Pemuda) diharapkan dapat memahami prinsip-prinsip dan memiliki Koperasi di bawah naungan yayasan badan hukum dan adopsi teknologi di seluruh komunitas Balekambang - Jakarta Timur. Metode pelatihan ini (PKM) adalah dalam bentuk pelatihan kewirausahaan, pelatihan manajemen bisnis (Edupreneurship). Peserta (organisasi dan komunitas pemuda di Balekambang, Jakarta Timur) berpartisipasi dalam kegiatan ini dengan antusias, ini ditunjukkan dengan pertanyaan dan tanggapan mengenai materi yang disediakan. Selama kegiatan pelatihan, selain berpartisipasi sebagai peserta, mitra memainkan peran dalam menyediakan tempat pelatihan, berpartisipasi dalam sosialisasi program pelatihan yang akan dilakukan kepada komite pemuda dan anggota masyarakat di Balekambang, Jakarta Timur. Sehingga partisipasi mitra sangat mendukung keseluruhan implementasi kegiatan program PKM.

Kata Kunci: Balekambang; edupreneurship; karang taruna; koperasi; *e-commerce*.

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INTRODUCTION

Most of them are oriented towards finding work, especially as civil servants and private employees (job seekers), not as job creators. The mindset embodied in the aspiration to become an employee has actually occurred in various parts of the world for decades. In fact, in the case of Indonesia, this is still the case until now the supervision of the implementation of national entrepreneurship development in accordance with the provisions of laws independent community in the welfare of the family. Various marketing programs have also been directed to facilitate entrepreneurs in marketing their products, domestically and internationally.

The central government provides the SMESCo Building in Jakarta to market the products of cooperatives, small and medium enterprises (MSMEs) from all over Indonesia. However, the program that had been planned for a long time received less attention from various parties and sometimes the community was still troubled by various circumstances such as the difficulty of obtaining a license to trade or obtaining a loan as initial capital in entrepreneurship, besides that program support from the local government was also felt to be very lacking, especially in entrepreneurship training programs.

The following is data on the open unemployment rate according to the main types of activities in DKI Jakarta based on published data from the Central Statistics Agency (BPS).

Table 1. Population Ages 15 and Over by Main Activity Type, 2017–2018

Status of the State of Employment	February 2017	August 2017	February 2018	February 2017 - February 2018	August 2017 - August 2018
	(Thousand People)			(Thousand People)	Persentase
Working Age Population	7.782,61	7.836,40	7.837,20	54,59	0,70
Labor Force (LF)	5.461,87	4.856,12	5.429,20	-32,66	-0,60
Work	5.169,17	4.509,17	5.139,08	-30,08	-0,58
Unemployment	292,7	346,95	290,12	- 2,58	-0,88
Not the Labor Force (NLF)	2.320,74	2.980,24	2.408	87,26	3,76
School	570,2	879,52	581,13	10,92	1,91
Taking care of household	1.415,29	1.734,21	1.480,29	65,10	4,60
Others	335,25	366,56	346,48	11,23	3,35
					Point
Open Unemployment Rate	5,36	7,14	5,34		-0,02
Labor Force Participation Rate	70,18	61,97	69,27		-0,91
					7,3

Source: (Badan Pusat Statistik, 2019)

One of the efforts of the Jakarta government in overcoming the unemployment rate and for the welfare of families in DKI Jakarta is to improve knowledge and technology and

skills in entrepreneurship. One of the efforts made is to create a new program in the field of non-formal education, namely the OK OCE entrepreneurship training institute. Through community entrepreneurship training activities in the non-formal education pathway, it is hoped that it can contribute to improving the quality of human resources, reducing the unemployment rate and it is hoped that the people of Jakarta will prosper.

Entrepreneurship coaching is carried out with training conducted by the target community which is intended to improve entrepreneurial mentality and is followed by training to find and test business ideas before deciding which business options to run. Furthermore, assistance is carried out that will help the target community to market their products, then OK OCE will also help facilitate licensing and legality of its members. These efforts are expected to improve family welfare in DKI Jakarta.

Entrepreneurship fostering for the citizens of Jakarta is also expected to be able to prepare and make a real contribution to the economic development of the nation and state. In this connection, entrepreneurship training for the people of DKI Jakarta must instill motivation in the target community, so that it can lead people to become independent entrepreneurs and reduce the unemployment rate.

The number of job seekers will increase every year with the number of college graduates each year, so students must have the courage to change the mindset of the job seekers after graduating to become job creators (Hasdar et al., 2019). In the Balekambang urban community, they have begun to slowly change their mindset in solving family economic problems that are overcome by carrying out family-based business activities. They developed a lot of family-based micro-businesses to reduce the dependency of job vacancies from companies both government and private. The large number of entrepreneurs in these countries seems to be very supportive of economic growth in the country. This trend has begun to emerge, can be seen from the start of the spread of businesses such as in the fast food business, retail stores, service businesses and so on. In addition there are other business sectors as additional sources of income, such as in the work sector. Craft art is produced through human expertise in processing raw materials, into products and their scope can be traced through the materials used, including stone, clay, wood, metal, yarn, bones, shells, leather, glass, leaves, dried fruit, plastic, fiber, etc (Haryono, 2018).

But in developing its business, the partners (Karang Taruna and Balekambang community) do not have knowledge about business management (edupreneurship) and do not yet have an institution (cooperative and other institutions) that facilitate each of their business activities ranging from the financial sector, production, marketing and distribution channels of output. Other than that, This online marketing apparently has not yielded maximum results. One root of the problem is the lack of good coordination from residents to use the facilities together. Therefore it is deemed necessary to make e-commerce organizations as part of a business strategy so that joint management of online MSME marketing can be done better (Nurzamzami & Ayatusyifa. Siregar, 2014; Irawan et al., 2020).

The objectives of community service are the people of Balekambang - East Jakarta (especially the Karang Taruna management) can understand deeply about entrepreneurship orientation (Edupreneurship), and the Balekambang Community - East Jakarta (especially

the Karang Taruna management) can understand the principles and have a Cooperative under the auspices of a legal entity after being carried out by community service, the level of understanding of the people of Balekambang - East Jakarta (especially the Youth Organization Board) regarding labor productivity, the quality of goods produced is relatively low (not yet certified / standard) in carrying out the independence of sharia-based businesses increasingly increasing, the growth of a variety of creativity, innovation and adoption of new technologies for the abdimas participants in improving welfare for the people of Balekambang - East Jakarta (especially the Karang Taruna management) in the future, there is a forum that houses all the creativity, innovation, and technology adoption of the academic community provided by the foundation in improving welfare for all the people around Balekambang - East Jakarta (especially the Youth Organization management).

PROBLEMS

The problems of partners in this community service activity are:

1. Low understanding of the community (especially KarangTaruna management) regarding the establishment and management of Edupreneurship orientation cooperatives.
2. The Balekambang Society - East Jakarta does not understand the principles and does not yet have a Cooperative under the auspices of a legal entity foundation.
3. Low understanding of the people of Balekambang - East Jakarta (especially the KarangTaruna management) regarding labor productivity, the quality of goods produced is relatively low (not yet certified/standard) in carrying out business independence.
4. The lack of creativity, the lack of innovation and the adoption of new technologies for the people of Balekambang - East Jakarta (especially the KarangTaruna management) in improving welfare.
5. The absence of a forum that houses all creativity, innovation, and technology adoption of the people of Balekambang - East Jakarta provided by the KarangTaruna management in improving the welfare of all Balekambang people - East Jakarta (especially the KarangTaruna management).

METHOD OF IMPLEMENTATION

Community service activities (Abdimas) are planned to be held for 1 meeting with each meeting held at 09.00 13.00 (4 hours), but if it is still needed, an additional time will be made. In detail, the training stages are:

Entrepreneurship training with material:

- a. Introduction of entrepreneurial characteristics and character (Edupreneurship)
- b. Strategies to capture great opportunities for entrepreneurship
- c. Preparation of How to find the potential and idea business plan
- d. Preparation of online business marketing plans (E-Commerce / Marketplace)

Business Management Training:

- a. Marketing management training
- b. Production management training
- c. HR Management
- d. Financial management



Figure 1. Material delivered by the Team of Presenters to Participants abdimas RT. 05, Balekambang - East Jakarta

RESULTS AND DISCUSSION

Assistance activities are an inseparable part of PKM implementation activities. The assistance activities were carried out as an instrument for monitoring, guiding and sharing directly to PKM partners in implementing the results of the training they had obtained. With the concept of learning by doing (learning while practicing), knowledge and skills about it and will obtain optimal and satisfying results and participants will immediately know and know what material is asked by participants or things that need to be explained in more detail from the training material (Mulyawati & Pradita, 2018). In this assistance the activities include:

1. Consultation and guidance on how to establish a good & correct cooperative.
2. Consultation and guidance on product marketing management.
3. Consultation and guidance in implementing technical use of whatsapp business applications in marketing and service to customers.

PKM initial session (June 28, 2020, Hours 09.30 - 10.30), the PKM implementation team still focused on re-explaining in-depth about the training material that was not yet understood by the partners, especially about the procedures for establishing a good & correct cooperative.

The PKM activities carried out as the use of digital marketing to increase income during the Covid-19 pandemic among the people of Balekambang - East Jakarta (especially Karang Taruna administrators) are by making business promotions through social media & market place. During the pandemic and the implementation of the PSBB in Balekambang -

East Jakarta, people, especially entrepreneurs, must be more active in promoting their business online to increase take away orders.



Figure 2. Opening of the abdimas by the Head of RW 05 to Participants abdimas RT. 05, Balekambang - East Jakarta

The Balekambang community - East Jakarta itself already has Facebook, Whatsapp, Instagram, and the like. But unfortunately this account is a personal account and not an entrepreneurial account. Then. The solution offered through this activity is to create a social media account (Facebook, Whatsapp, & Instagram) as an entrepreneurial account, besides that PKM participants are introduced to online marketing services (market place) which are students of Indraprasta University as the owner, namely through kulakanlaku.com (owner named AZiZah) and borongyuk.com (owner named Fathul Bahri). After introducing the procedure for making online marketing services through market places and social media accounts such as Facebook adds, Whatsapp, & Instagram adds, kulakanlaku.com and borongyuk.com, it is hoped that an increase in online orders will occur, and it is hoped that many orders will also occur through market places and social accounts. media such as contacting a contact person for ordering or via the Direct Message feature in the future. The increase in bookings occurred through market places and social media accounts, apart from being easy and at lower prices because of discounts. Thanks to the market place account and social media accounts, it has become better known because indeed the Balekambang Community - East Jakarta (especially Karang Taruna) itself still has great entrepreneurial potential, namely kulakanlaku.com and borongyuk.com opening / introducing these online marketing features at June 28, 2020, Hours 10.30 - 13.00, especially at this time the corona pandemic in the Balekambang Community in East Jakarta is hot with the implementation of Work From Home by the municipal government to the provincial government in offices as well as closing malls and the enactment of PSBB (Pembatasan Sosial Berskala Besar).



Figure 3. E-Commerce & mobile marketing material by Practitioners to abdimas RT Participants. 05, Balekambang - East Jakarta

The level of difficulty in implementing PKM activities is the low level of understanding of PKM partners regarding the material provided, especially regarding Edupreneurship, E-Commerce, and Procedures for establishing cooperatives. In addition, the low number of PKM partners who have their own businesses. So that it becomes an opportunity for businesses in the field of E-Commerce as well as establishing cooperative storeap marketshare in Balekambang through community service activities.

This can be seen based on table 2, participants, 76% do not understand about the introduction of a website-based application or mobile play store for the Android operating system and how to use the video editor application, namely the Inshot mobile-based application which is available in the free version. Of the participants, 81% did not understand the material of photo editing or photo editors (cropping, rotation, layers and masks, color and saturation and photo sharpening). Participants, 79% do not understand the material of video editing (trimming or cutting videos, i.e. videos are opened, pause, cut, previewed and played. Make video clips with backgrounds), insert music into each video and insert stickers, enter text or adverbs on the video , do a video flip or image reverse. Of the participants, 68% understand material using social media (Facebook adds, Whatsapp, & Instagram adds) to update all activities related to production and marketing to the market (consumers, customers, and potential consumers). Social media meets consumer needs for information by offering factual, specific, experience-based and non-commercial information, which can be obtained and accessed through sources of information outside the boundaries of the consumer's social life cycle (Yoo & Gretzel, 2011; Augustinah & Widayati, 2019).

Table 2. Questionnaire Results for the Use of Digital Technology (Marketplace and Social media)

Theory	Very Understanding	Understand	Lack of Understanding	Don't Understand
Mobile based application	0 %	13 %	76 %	11 %
Photo Editor	0 %	6 %	81 %	13 %
Video Editor	0 %	1 %	20 %	79 %
Website Management (social media accounts, adds & marketplace)	0 %	68 %	17 %	15 %
Total	0 %	88 %	194 %	118 %

Source: Primary Data that has been processed by the author (2020)

Participants, 68% understand website management and design, introduction to the platform (content management system), so that they can be found online given the name, hosting or where the website is placed, giving a suitable website domain name (company name, store name or personal name) and easy names memorable and easy to pronounce. And participants can also explain two ways of installation, namely installing kulakanlaku.com and borongyuk.com. Next, choose the appearance of the website; Go to the kulakanlaku.com website and borongyuk.com dashboard, search for templates / themes, create content with pages and posts of their business products and potential customer visits to each account, then the abdimas participants understand about creating and managing menus in wholesale. com and borongyuk.com.

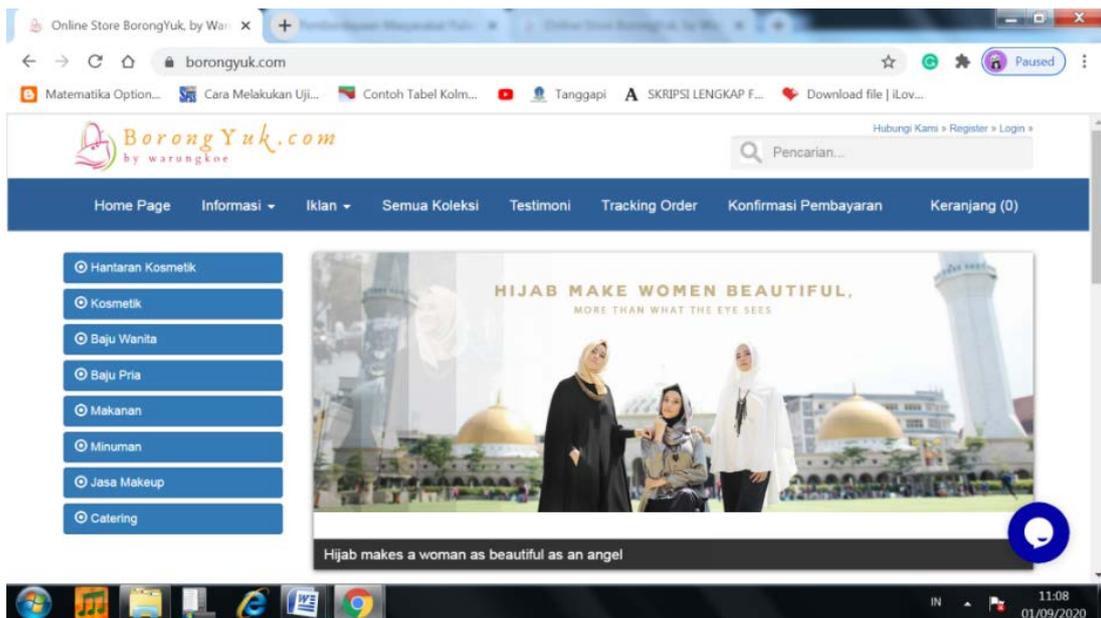


Figure 6. Dashboard Borongyuk.com

From table 3, it shows the success of this service, namely that participants understand the Procedures for Establishing a Cooperative in the highest position, 77% and the lowest regarding E-Commerce at 12% because the participants' abilities are different and require additional learning time. Meanwhile, the highest interest and mastery of the three materials is Edupreneurship and the smallest is E-Commerce material. According [Adiwihardja \(2016\)](#)

Web e-commerce makes it easy for distant buyers to easily buy without having to come directly to the seller's place, besides that it can also be accessed for 24 hours. Utilization of e-commerce is relatively easier for the beginner entrepreneurs in the condition of contacts through mobile that is a demand for the products they offer (Fauzia, 2015).

Table 3. Partners' Correspondence Regarding Community Service Materials in Balekambang, East Jakarta

Theory	Very Understanding	Understand	Lack of Understanding	Don't Understand	Total
Edupreneurship	30 %	70%	0 %	0 %	100 %
E-Commerce	0 %	12 %	68 %	20 %	100 %
Cooperative Establishment Procedures	0 %	77 %	23 %	0 %	100 %

Source: Primary Data that has been processed by the author (2020)

CONCLUSION

Through this service activity, the people of Balekambang - East Jakarta (especially Karang Taruna) in particular, participants of this community service who are members of and participate in the service implementation process feel different and gain new knowledge and skills. The people of Balekambang - East Jakarta (especially youth organizations) who also have a high enthusiasm for attending this meeting understand that Edupreneurship is easy and occupies the highest position, namely very understanding, 30% and 70% understanding, the procedures for establishing cooperatives occupy the second position, namely an understanding of 77%, do not understand by 23% and E-Commerce is in the third position understand at 12%, do not understand at 68%.

Participants gain increased knowledge in e-commerce marketing. In digital technology learning, participants have increased skills in running the video editor application, namely the application based on mobile inshot, photo editing; cropping, rotation, layers and masks, color and saturation and photo sharpening, video editing, video grouping, editing shortcuts, transition effects, zoom effects, color effects, determining file type (whether for Facebook, Whatsapp or Instagram), trimming or cropping video is a video recorded, paused, cut, viewed and played. Making video clips with backgrounds, inserting music, videos, stickers and text into videos, flip videos or images turned around, social media (Facebook, WhatsApp and Instagram) to update all business transactions (especially E-Commerce) so that they can be transacted online.

This service has been quite successful but does not answer the overall needs of the community specifically in developing their own entrepreneurship, both from Edupreneurship, E-Commerce and Procedures for Establishing Cooperatives due to limited learning meeting periods. In addition, the increase in the number of sales is still not seen as crowded and the cooperative is still in the form of embryo after this service is carried out because this activity is the first time it has been carried out in the Balekambang community - East Jakarta (especially the youth organization). So, the sustainability of this service activity is very much needed by the community to continue to be provided with assistance

as soon as possible to strengthen the performance of the youth organization which ultimately has an impact on improving the economy of the people of Balekambang - East Jakarta.

For the next implementation of community service, it should be :

1. PKM activities need to be continued with the establishment of cooperatives and cooperative management. This is really needed because after the cooperative is established, the next partner's need show the cooperative management can be carried out effectively and efficiently.
2. In order to implement community service for the PKM scheme for youth and community organizers in Balekambang, East Jakarta as partners to achieve the target, a flexible approach (training methods, communication link sand mentoring methods) needs to be conditioned not too formal and there is a willingness to adjust training schedules and mentoring with PKM partners' freetime.
3. After the training of Youth and Community management in Balekambang, East Jakarta is carried out, there needs to be a follow-up to provide assistance to PKM partners in order to consistently conduct good marketing management and be able to follow the development of information technology in the community in marketing activities.
4. To carry out further development of the Youth Organization and community in Balekambang, East Jakarta, an in-depth preliminary study is needed to determine the priority scale of the material and the appropriate coaching methods to be carried out.
5. The PKM implementation team should act as a facilitator so that the training process and assistance to the youth organization and the community in Balekambang, East Jakarta can be effective.

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