

STUDENT BUSINESS DEVELOPMENT AND SUSTAINABILITY

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Abstract : The entrepreneurship development program aims to foster and assist students who already have a business or are just starting a business so that their business develops and is sustainable. Business development and business sustainability of students are highly expected because many businesses have been carried out by students with very interesting ideas and creativity, but the business carried out did not last long for various reasons of busy completing college, thesis and others. Their problems are limited manpower, lack of cooperation with partners and unsustainable marketing. The method of implementing entrepreneurship development program activities for students is to provide socialization of activities, provide training in Human Resource Management, Financial Management, online marketing, use of the UDB Market place, workshops on making web designs followed by mentoring, business visits, and business bazaars to introduce products. The result of this Entrepreneurship Development Program activity is to make 20 student tenants have independent and growing and sustainable businesses.

Keywords : *Development, sustainability, entrepreneurship, independent business*

1. INTRODUCTION

Students as the successors of the Indonesian nation are expected to have an entrepreneurial spirit, because in the entrepreneurial spirit there is an attitude of leadership, clear and firm decision-making discipline. Many students have creative and innovative ideas in running a business, but most students only take a moment to run a business because of various problems. Organizing entrepreneurship and business-based education in order to prepare human resources that are independent, innovative, visionary, faithful and globally oriented is very necessary, the importance of entrepreneurship education & training in the campus environment is expected to grow alumni as young entrepreneurs who are able to create jobs. The role of higher education institutions in integrating entrepreneurship education into the curriculum, shaping the character of entrepreneurial independence and implementing entrepreneurship education in the campus environment.

Business problems that are owned by students are generally due to not having employees, having difficulty dividing time between studying and running a business, not being able to cooperate with various parties related to their business, not doing marketing continuously. The purpose of the Student Entrepreneurship Development Program is business development and student business sustainability so that students become young entrepreneurs who have advantages and are able to open up job opportunities so that they can contribute to the government in overcoming unemployment.

Solutions to problems in student business development and sustainability are providing guidance and assistance by providing financial management training, HR management, marketing products through market places, web design workshops to market products and business visits for direct assistance. From our business visit, we know the constraints and equipment, what equipment is needed to support the development of the business. Our KDP team applies a model of entrepreneurship training development through a Project Based Learning approach based on contextual business problems, applying a real planned business.

2. IMPLEMENTATION METHOD

- a. Providing PPKM socialization to students at Duta Bangsa University (UDB) which consists of the Faculties of Computer Science, Law and Business, Saint and Technology and the Faculty of Health.
- b. Recruitment of 12 tenants of PPK participants to replace independent tenants so that the number of PPK tenants in the 2nd year is 20 tenants.
- c. Provide training in financial management, HR management, online marketing with the udb market place and workshops on making web design to market products.
- d. Conducting business visits and mentoring to find out the course of the business, problems and provide solutions so that the business can continue to run and develop and generate profits.
- e. Bringing in various stakeholders on campus (Chancellor, LPPM, Business World Agencies and Industrial World to motivate students' efforts to continue.
- f. Make a limited bazaar because it is still during the Covid 19 pandemic with the aim of introducing business to the business world, industry, Lecturer leaders, Students and the Community.
- g. Evaluation of KDP activities through evaluation of tenants who are able to open independent and sustainable businesses.

3. RESULT

3.1 Activity Implementation

The implementation of this PPK activity begins in early April 2021. PPK participants are active students at UDB from 4 faculties and 10 study programs, namely students from the Computer Science Faculty consisting of Information Systems, Informatics Engineering, Law and Business Faculty from Law study programs, Management, Accounting, English, Faculty

of Saint and Technology consists of study programs. Agribusiness, Industrial Engineering, and the Faculty of Health Sciences consist of Pharmacy and RMIK study programs.

Our PPK activities are carried out online and offline using the Project Based Learning (PBL) method as a result of the research we conducted in 2019. The Project Based Learning (PBL) method is very appropriate to be applied to student entrepreneurship development programs because we can provide training according to business conditions and can help solve problems that occur in the student's business 4] . There are student businesses that already have outlets and workers with adequate profits and most of them are still carried out at home using online marketing methods and all are done by themselves so that the results are not optimal. Through this PPK we provide training to build human resources that can help tenants work, record every financial transaction so that they have financial reports that can be used for decision making in running a business. Now students are not doing business alone. They are starting to invite partners to cooperate, so that all orders from consumers can be served and the business continues to run with various student activities and income increases.

From the results of the implementation of the community service program for the student entrepreneurship development program, there are 9 independent businesses and 5 business groups, namely:

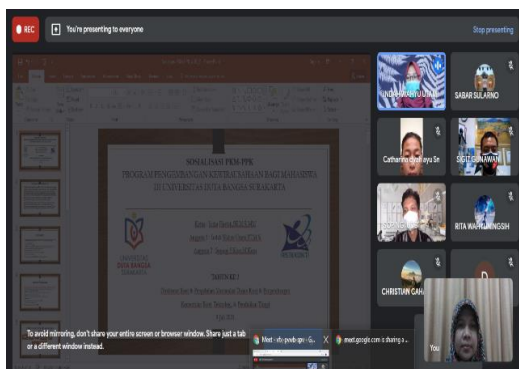
1. **SG Computer** is a business in computer services, IT products, computer sales and CCTV. This business is owned by Sigit Gunawan, a 2019 student of the Information Systems study program.
2. **Portal Berita Daring**, a business in the field of online news information services that is always updated. This business is owned by Rico Mario, a 2018 student of the Information Systems undergraduate study program.
3. **Skincare Organik (Saffron) Chatharina**, owned by Chatharina, a student of the Computer Informatics Medical Record (RMIK) study program.
4. **Bimbel Jendela Ilmu**, an effort of Rita Wahyuningsih, a student of the Accounting S1 study program, to provide tutoring services, especially elementary schools.
5. **Defani Com**, owned by Defani, an Informatics Engineering student for the class of 2019, whose business is to serve computer services that are done at home and already have customers from lecturers and students.
6. **Shiftcomputer**, an Information system student group business in the form of services for various types of laptop computers, smartphones.
7. **Gammacom**, a PC, laptop and printer service group business. from Informatics Engineering Students.
8. **Rumah Rempah Lestari** serves the sale of various spices and food needs from organic materials, owned by Septi Presenta Dewi, Student of Study Program. S1 Pharmacy class of 2019 .
9. **Daffa Wifi**, serving Wifi installation and maintenance, the effort is carried out in groups led by Daffa Information System students class 2018

10. **Bakul Tahu**, produces Assorted Tofu, an effort from Thorik Industrial Engineering Students batch of 2020.
11. **Batik Rita Konveksi Daster**, produces and serves online sales for the business of Harnum Nabillah Khairum Nisa, a 2018 Informatics Engineering student
12. **Batik HAR Collection** produces various Batik knick-knacks, including Batik tablecloths, Batik refrigerator covers, etc., owned by Sefgy Diah Ayu Nadila, a student of Informatics Engineering.
13. **Lurik Tradisional**, is a trading business owned by Riki Apriani, a student of Management Study Program.
14. **SGF Sabarsha Gallery Furniture**, serving various orders for furniture making tables, chairs, doors etc. owned by students of S1 Information Systems class of 2018.

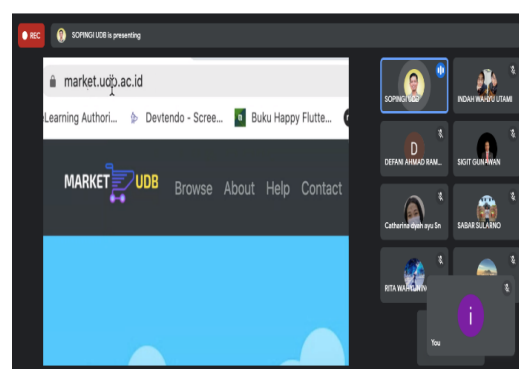
There are 14 tenant businesses consisting of 6 student businesses that have outlets to make sales, namely SG Computer, Rumah Rempah Lestari, SGF Sabarsha Gallery Furniture, Batik Rita Konveksi Daster, Bakul Tahu and other tenant businesses are carried out at home using online marketing methods.

3.2 Activity Documentation

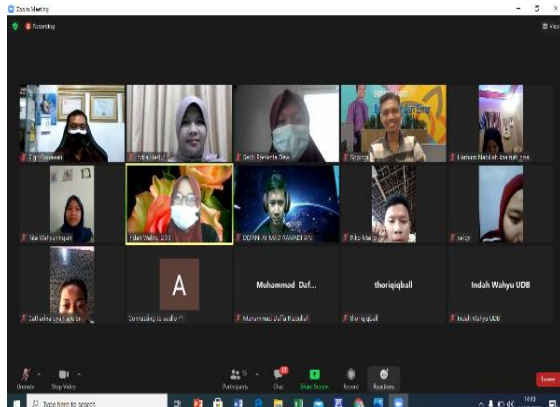
PPK Socialization activities



Market Place Training



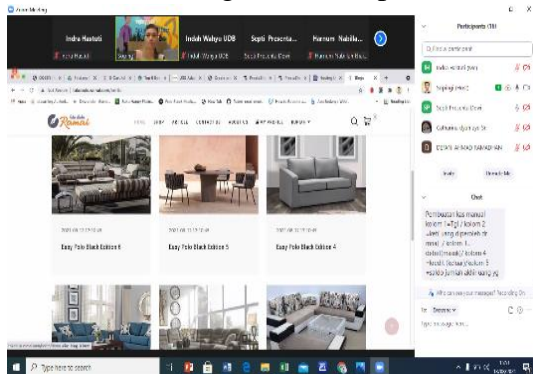
Financial Management Training



HR Management Training



Web Design Workshop



Visits to Student Business Places



4 SIMPULAN

The implementation of the Student Entrepreneurship Development Program in the 2nd year at Universitas Duta Bangsa Surakarta was carried out during the covid 19 pandemic online and offline with strict health protocols can run well.

From the results of the Entrepreneurship Development Program activities in this 2nd year, we have fostered and assisted 20 student tenants of Universitas Duta Bangsa Surakarta from 10 study programs consisting of 5 student business groups and 9 student independent businesses.

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