



Increasing Entrepreneurship during Covid-19 Pandemic Time Economic Crisis

Rananda Septanta¹, Adi Sofyana Latif², Chaeru Syahru Ramdani³, Rijal Arslan⁴, Yunus Urhasan⁵

^{1,2,3,4,5} Universitas Pamulang, Indonesia

 adisofyana@gmail.com

Abstract

The article of community service was to provide assistance about the innovation of entrepreneurial business products during the pandemic Covid-19, especially at Pamulang area. The method used Asset Based Community (ABCD) that utilize the potential asset of community; individual, social and infrastructure. The facilitator together with multi-stakeholders and assisted parties conducts seminars on innovation in entrepreneurship which included financial planning, and the application of business ethics. The facilitator also carried out a psychological test which was done by distributing questions to the participants with the aim of knowing the characteristics and behavior of participants in doing business. The participant was 50 participants of the local community at Pamulang orphans and poor people as well as Pamulang University students who also attended and followed all materials and discussions that occur during the event. Hence, the business goal was achieved, namely maximizing existing profits through selling the products.

Keywords: Economic Crisis Covid-19, Entrepreneurship Economic, Economic Crisis

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INTRODUCTION

Indonesia is a developing country which has a large population and is a potential object. Indonesia itself has strategic conditions and abundant wealth so that many domestic and foreign companies are in Indonesia (Haudi, & Cahyono, 2020; Mahardianingtyas, et al., 2019; Marlina, & Herawan, 2020). The high growth rate of business actors in Indonesia causes the economy to move quickly so that it can improve the welfare of the people living in the environment, but with the Covid-19 pandemic, all business actors experienced a very significant economic crisis (Olivia, Gibson, & Nasrudin, 2020).

Therefore, it is necessary to take real action by providing educational assistance, material or in the form of property. Even though the assistance is not sufficient to meet all their needs, at least it can give them the spirit of life, that the essence of education is for the benefit of a just and prosperous people. That our responsibility is to have concern for them.

Some previous study studied about Entrepreneurship Assistance for Micro, Small and Enterprises Intermediate (Mudjijah & Angraini, 2021). This studied focus on identify

business problems, especially in pricing and product quality. Analyze business feasibility, especially in terms of market and legality. The second was Business Incubator Assistance Model for Small and Medium Enterprises Intermediate (Bismala, et al., 2019). This assistance focus on Identifying the potential of Micro, Small and Enterprises in Medan City that have the ability to manage and develop markets, Create mentoring models business incubator for Small and Medium Enterprises so that their business progresses. Furthermore other study conducted by Poltak, et al., (2021), that focus on giving an assistance of young entrepreneurship group for beginners marine and fishery sector in marine polytechnic and shift fishery.

While this assistance focus on providing assistance to increase entrepreneurship in the economic crisis in the community in the Pamulang area and the Pamulang orphanage and underprivileged foundation. Communities in the Pamulang area, South Tangerang, and especially the Pamulang orphanage and underprivileged foundation, are locations in Pamulang. The Pamulang community has a livelihood as an Small and Medium Enterprises entrepreneur. Actors and private workers. Most of the businesses are restaurants and groceries. However, not a few of these residents become private employees, so they only become office workers and laborers.

The Pamulang community can be said to be a fast-paced society with changes and progress, not least in the field of entrepreneurship. This is evidenced by business actors selling merchandise online to increase income during the COVID-19 pandemic. With this technique business development becomes faster. Likewise with technology and information, the Pamulang community already has access to smart phones. Some houses even have wifi access. Based on this background, we from the Community Service Program Team (PKM) Universitas Pamulang (UNPAM) totaling 5 lecturers and 5 students were called upon to participate in helping to solve problems faced by the people in the Pamulang area, South Tangerang and especially the orphanage and poor foundation. Pamulang. The purpose of this assistance is to provide assistance to increase entrepreneurship in the economic crisis in the community in the Pamulang area and the Pamulang orphanage and underprivileged foundation.

METHOD

This method used Asset Based Community (ABCD) that maximizing asset potential, and working together with multi stakeholders (Ennis & West, 2010). The facilitator cooperates with several multi-stakeholders in implementing the assisted program (Mathie, A., & Cunningham, G. 2003). The multi-stake holder involve Dhuafa Foundation, Orphans Community, Abdimas Team, et al. Data collection techniques used documentation, Interview, and Observation.

This community service activity held on November 14, 2021 at the Pamulang orphanage and Dhuafa Foundation which is located at Jalan DR. Setia Budi Pamulang I Barat, is a foundation that consistently strives to improve the welfare of the local community and orphans and poor people. In November 2021, the Abdimas Team made a visit to the activity location as part of the implementation stage so that the team could find out the condition of the local community and the pamulang orphanage and dhuafa people which became the object of service or the place for carrying out activities. Documentation used literature studies that are carried out by looking for books, browsing through the internet, journal publication, and utilizing various personal books owned by the team..

At the stage of implementing the activity, the PKM team came directly to the location of the orphanage and poor amulang foundation. Covid 19 pandemic time has greatly affected the increase in entrepreneurship where a lot of business actors are experiencing a downturn and business income; there are even business players who go out of business because they cannot maintain the continuity of their business.

Some of the activities in this assistance are carrying out several events including seminars, discussions and psychological tests. A seminar is a meeting to discuss a problem that is carried out scientifically. At the seminar, usually featuring one or several talks as resource persons with previously prepared papers or working papers. This seminar has the theme of financial planning, and the application of business ethics. Discussion is a communication interaction that occurs between two people or in groups where the aim to discuss and explain a particular theme or topic. Discussions were carried out by speaker; hence the participants could apply the material business presentation. Psychological tests are part of a series of tests carried out by psychologists (professionals) at the request of clients (individuals or organizations) to provide a complete picture of the psychological aspects of a person according to the needs and needs of the client. Psychological tests are carried out by distributing questions to participants with the aim of knowing the characteristics and behavior of participants in doing business.

RESULT AND DISCUSSION

This community service activity was held on November 14, 2021 at the Pamulang orphanage and Dhuafa Foundation which is located at Jalan DR. Setia Budi Pamulang I Barat, is a foundation that consistently strives to improve the welfare of the local community and orphans and poor people. All participants can also know the type of business that can be said to be in the small, medium and large categories and make a good and clear business license so that it can become a responsible legal entity of course To be able to add branches or create new offices that are more profitable, and can maintain business income during the pandemic. So that the purpose of community service in order to provide information on how to innovate entrepreneurial business products during the current pandemic in Indonesia so that entrepreneurs get maximum profit has been achieved.

Figure 1. Innovation Discussion Activities in Entrepreneurship



Participants followed the presentation of the presenters carefully and looked enthusiastic during the question and answer session with many participants taking advantage of the moment to ask questions, including how to increase business income during the covid19 pandemic, start a business from scratch, then how to get up from failure. The presenters provide knowledge about entrepreneurship, armed with experience as practitioners and academics, the presenters convey the definition of entrepreneurship, the stages to become an entrepreneur, the entrepreneurial process, and discuss the problems in entrepreneurship. Participants were very enthusiastic by asking various questions about entrepreneurship, there was a warm discussion between participants when discussing the challenges of entrepreneurship during the pandemic, lecturers also helped answer participants' questions. The interaction that occurred during

the question and answer session was sharing and sharing knowledge and experiences, at the end of the question and answer session the lecturers from Pamulang University gave motivation so that participants dared to turn their business ideas into real actions. The lecturers also advised that the participants could later become entrepreneurs who are honest, have integrity and are passionate about helping others.

With this activity, participants are equipped with knowledge and knowledge about the principles of entrepreneurship and entrepreneurial challenges in the future, especially during the pandemic. It is hoped that participants will be motivated to become entrepreneurs, and dare to turn their business ideas into real actions, and be able to compete with other entrepreneurs in the current pandemic era. Entrepreneurship is a science that examines the development and development of the spirit of creativity and dares to take risks for the work carried out in order to realize the results of the work. The courage to take risks already belongs to an entrepreneur because he is required to be brave and ready if the business undertaken does not yet have a value of attention in the market, and this must be seen as a form of process towards true entrepreneurship. Entrepreneurship is generally defined as a process of doing something new or creative and different (innovative) to provide added value. A person is said to be an entrepreneur because (1) has courage and has creative power, (2) dares to take risks, (3) has passion and willpower, (4) has the right analysis, (5) is not consumptive, (6) has the spirit of a leader. , and (7) future-oriented. In addition, an entrepreneur must have managerial abilities that include seven aspects, namely (1) leadership, (2) problem solving, (3) communication, (4) managerial skills, (5) experience, (6) entrepreneurship, and (7) motivation (Cheung & Regina, 2011). Managerial skills in entrepreneurial management include (1) planning (planning), (2) organizing (organizing), (3) implementing (actuating), (4) controlling (controlling), (5) evaluating (evaluating), (6) motivation (motivating), and (7) updating (innovating) (Chen, 2010). Technopreneurship is a synergistic process from a strong ability to master technology and a thorough understanding of the concept of entrepreneurship (Susanti et al., 2020).

The purpose of entrepreneurship is to increase the number of quality entrepreneurs, to realize the ability and stability of entrepreneurs to produce progress and welfare of the community, by entrepreneurship the community can grow awareness and a strong and strong entrepreneurial orientation. With entrepreneurship, more or less, we can have a good impact on society, with entrepreneurship, we can help their economy by opening up a lot of job opportunities for them. Besides that, it can also be an example for community members by providing examples of independent and superior examples that should be followed, the characteristics of entrepreneurs are generally seen when he communicates in order to collect information and also when establishing business relationships. Characteristics of entrepreneurs that need to be possessed and also need to be developed include, among others, having a noble character, hard work and discipline, being able to divide time appropriately, independently and realistically in every condition being faced, having achievements and a high commitment to what has been started. , and think positively and can be responsible with what has been started because that is one of the keys that must be done. An entrepreneur must be able to control his emotions when he gets things that are beyond his expectations, for example: income does not match the expected target. Because in situations like this, entrepreneurs are really tested for their level of patience and maturity in dealing with things like this, where things like this can really mess up or even disturb the concentration of entrepreneurs.

Figure 2. An Assistance Entrepreneurship in the Economic Crisis



This service activity provides additional insight and knowledge as well as the skills of entrepreneurs in running their businesses professionally. This service activity can foster a new passion for entrepreneurs to continue to develop the businesses they have run; and this service activity helps entrepreneurs in getting solutions that are applied to facilitate the marketing of the products that have been produced. Henceforth, this community service activity has indeed been carried out up to the planning stage of determining a location that is considered strategic to be used as a marketing center for product owners in placing their stalls. However, this activity can be implemented and carried out with social institutions that are formed. What needs to be done is that the skills of entrepreneurs continue to advance, namely their management which must be carried out professionally and responsibly.

This finding is in line with the findings of Thanan & Dhamayanti (2020) that after entrepreneurship mentoring the participants have been able to identify business problems, especially in pricing and product quality. Participants already have the knowledge to analyze the feasibility of their business, especially on the market and legal aspects. The motivation of participants is increasing with the existence of a network in product sales, especially direct sales and resellers (Mudjijah, & Anggraini, 2021; Sihombing, S & Meilani, 2018). The implementation of mentoring needs to monitor the business development of the participants in order to re-evaluate the success of mentoring activities. Maisaroh, M., & Tatik, T. (2019) emphasized that coaching organizers should continue service activities with business assistance, especially with regard to increasing ICT capabilities and applying for permits and trademarks.

Other findings also confirm that entrepreneurship mentoring activities provide additional insight and knowledge and skills for entrepreneurs in running their businesses professionally (Maarif, Bahtiar, & Aprilia, 2020). Service activities can foster a new passion for entrepreneurs to continue to develop the businesses they have run (Yungga, & Manik, (2018) and this service activity helps entrepreneurs find solutions that are implemented to facilitate the marketing of products that have been produced with a wider marketing network. This is supported by the opinion of Garaika (2020) which states that the business group that receives assistance understands simple financial processing to distinguish personal or family needs from business needs so that income and expenses are recorded in a simple business accounting book. Majdi's opinion (2020) says that business management training, design training and social media, very helpful for partners to have knowledge and skills, grow and even improve the entrepreneurial spirit and expand marketing networks; increase the quality of home industry products with certification of

most of the H products home industry Rinjani; home industry products can be socialized to a wider area, so that they can expand marketing.

This assistance contributes to the creation of a unified action in carrying out mentoring activities and joint business development. In addition, they have understood the mentoring model by utilizing the potential around natural resources, marketing, e-commerce marketing, and financial management. In addition, the use of digital distribution channels in the era of restrictions on community mobilization can be used as an option for participants in marketing their business products. With a more complete ecosystem, even businesses can reach national, even international scale. With this PKM, in the future participants can continue to develop a level *awareness* of opportunities that may not have been explored before in running a business, so that the pandemic that caused this economic crisis can be passed well.

CONCLUSION

The conclusions in this community service, include: All communities and orphanages and pamulang orphanages can increase their business and profits and run their business even in the midst of a pandemic. All community actors and orphanages and underprivileged foundations in Pamulang can be able to look at business opportunities and can overcome the challenges of running their business. Suggestions in this community service, among others, for the next servant, are expected to carry out community service activities with different methods from this community service. For the next service, it is hoped that they will find a different population by carrying out community service activities.

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