



INTRODUCTION OF DIGITAL ENTREPRENEURSHIP IN INTERNATIONAL HIGH SCHOOLS INDONESIA KUALA LUMPUR (SIKL)

Putri Nilam Kencana¹, Ading Sunarto^{2*}, Nur Rachma Wahidah³

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

Email : dosen01877@unpam.ac.id¹, dosen02153@unpam.ac.id², dosen02317@unpam.ac.id³

Abstract

Education is essential in increasing human resources; several small Indonesian communities in Malaysia, due to administrative problems which cause these communities to need access to education. Entrepreneurship is an important thing that needs to be introduced from an early age so that an entrepreneurial spirit can be formed in a person. The purpose of this service is to provide an introduction to entrepreneurship at International High Schools (Sekolah et al.) Malaysia. The activity offered in this activity is to provide an introduction to entrepreneurship with improved technology with student-based learning lectures with students at international high schools. Activities will be carried out in January with the International Senior High School Leadership (SIKL Malaysia). The output target of this service is (1). Sinta 5 indexed scientific articles, National Seminar Dissemination, Mass media publications, and introduction to entrepreneurship in high schools (SIKL-Malaysia).

Keywords: Education, Entrepreneurship, Digital Entrepreneurship

INTRODUCTION

Research and community services are one of the tasks of universities, which is to provide services to the community covering various areas of life by utilizing, developing, and applying science, technology, and art (science and technology) to contribute to society's progress. For LPPM UNPAM, especially in implementing community service, it is always adjusted to their human and funding resources. To carry out these various service tasks, LPPM UNPAM prepares and develops programs that suit the target community's needs.

Pamulang University (UNPAM) is a campus established under the auspices of the Sasmita Jaya Foundation, whose central campus is at Jl. Surya Kencana No. 1 Pamulang is carrying out the vision that "Quality in the development of education, research, and service is affordable to all levels of society, based on the pleasure of the Almighty God." UNPAM is within the scope of higher education and the Kopertis IV area. UNPAM is open to collaborating with various parties to develop science, institutions, technology, and arts in implementing the Tri Dharma of Higher Education, namely Education, Research, and Service. UNPAM already has networks with various other institutions, namely the central government, provincial government, district government, business world, private sector, and the community.

The science of entrepreneurship involves understanding risk and failure and teaching students that failure is part of the learning process. This gives them the courage to face challenges and try new things. Entrepreneurship education also focuses on developing creativity, enabling students to see opportunities around them and generate innovative ideas. Additionally, it provides a foundation for

understanding personal and business financial management, equipping them with skills that are very useful in everyday life. Furthermore, by giving entrepreneurship knowledge, we help prepare students for independent careers in the future. Entrepreneurial knowledge is critical to understanding and contributing to economic dynamics in a society that increasingly values independence and creativity. More than just individual preparation, entrepreneurship education can also potentially empower society's economy. Thus, providing school children with entrepreneurial knowledge is not only relevant for their personal development but also for economic growth and the sustainability of society at large.

Indonesian school children in Kuala Lumpur should be provided with entrepreneurship knowledge because this is an essential step in preparing them to face the demands of the dynamic modern world. Entrepreneurship learning offers an understanding of how businesses operate and develops essential skills such as creativity, innovation, and critical thinking abilities. In a global context like Kuala Lumpur, understanding entrepreneurship opens up opportunities for students to become independent, proactive, and able to overcome challenges with courage. Additionally, entrepreneurship involves developing a responsible attitude towards decisions and actions, an invaluable skill in building character and leadership. By providing Indonesian school children in Kuala Lumpur with entrepreneurial knowledge, we prepare them to succeed in independent careers and contribute to economic development on an individual scale and together as a proactive and innovative society.

In the twenty-first century, often called the era of technological progress, many elements and knowledge are related to everything, including the digital field. Everyone needs to follow technological advances and improve their skills in this digital era because the current digital era is very beneficial for advancing science. The use of cell phones, laptops, electronic gadgets, and social media devices is one of the innovations we can observe today.

As digital entrepreneurship has become increasingly popular in recent years, now is a great time to study this topic. So, digital entrepreneurship can be a driver of growth in a post-pandemic world. The topic of digital entrepreneurship in industry and business worldwide has also become interesting in line with the COVID-19 pandemic, where digital is inevitably applied in people's daily lives today. Google Trends also shows that people's interest in digital entrepreneurship has increased since the beginning of the pandemic in 2020.

In principle, entrepreneurship is the nature, characteristics, and character of a person with the will and ability to creatively and productively realize innovative ideas in the real world. In other words, entrepreneurship is the creativity and innovation possessed by Vocational High School (SMK) graduates to produce added value for themselves, benefit others, and bring mutual benefit. Apart from being present in each individual (innate), a person's entrepreneurial potential can also be formed through integrated learning between theory and practice through training and apprenticeship.

Entrepreneurial intentions will arise based on the processes that occur in a person's life, one of which comes from the educational experience obtained by that person, both in terms of formal and non-formal education (Suharsono, 2015). Schools have an essential role in cultivating and developing

personality traits related to the growth of entrepreneurial intentions among school children/students (Haque & Kabir, 2017). As a basis for strengthening student interest students' interest, entrepreneurship is currently a mandatory subject for students to learn. The problem is that studies show that implementing entrepreneurship teaching in schools is considered less than optimal, impacting students' lack of interest in starting entrepreneurship (Do Paco, 2011).

Entrepreneurship is a scientific discipline that studies a person's values, abilities, and behavior in facing life's challenges and how to obtain opportunities for the various risks they face. As a scientific discipline, entrepreneurship results from a disciplined, systematic process of applying creativity and innovation based on the needs and opportunities in the market (Zimmerer, 1996). In this sense, there are two essential things for entrepreneurship education: firstly, the ability to identify needs and opportunities in the market, and secondly, the ability to develop creativity and innovation to meet these market needs and opportunities.

For high schools in certain areas, market needs and opportunities are the ability to identify buyers' needs. At the same time, creativity and innovation can develop existing products into something new in quality, packaging, or products that still need to be created or taken from the area. Other. The entrepreneurial development process based on strengthening the potential of the surrounding environment requires a collaboration process (cooperation) between stakeholders in the entrepreneurial ecosystem, which can be seen in the scheme below.

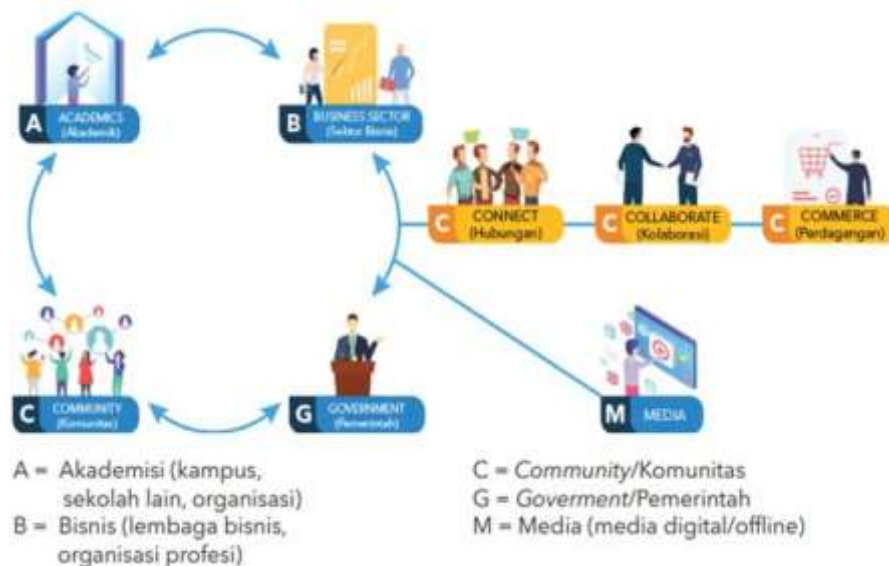


Figure 1: Entrepreneurial ecosystem collaboration model

METHOD AND PROCEDURES

1. Problem-Solving Framework

The activity method used is to collaborate with the Kuala Lumpur Indonesian School in improving micro, small, and medium enterprises and youth around the Kuala Lumpur Indonesian School and look for problems that exist in that place so that they can provide the right solution in motivating

SMEs to improve micro, small and medium enterprises and Teenagers Around the Kuala Lumpur Indonesian School. After the analysis, we provide training in material and practice in developing content creation skills in product marketing via online media to UKM members, as well as Improving Micro, Small, and Medium Enterprises around the Kuala Lumpur Indonesian School. The community service schedule agreed upon between the Pamulang University PKM Team and the Kuala Lumpur Indonesian School is on January 11 – 13, 2024, at the Kuala Lumpur Indonesian School.

2. Implementation Method

The strategy for using digital media to support digital marketing was carried out in three meetings. The target of the community service program is teachers and students in an Indonesian school in Kuala Lumpur, with 25 participating. The meeting was held in the room class. The socialization lasted four hours. The detailed plan for community service activities at the International Senior High School (SKIL-Malaysia) is as follows :

Table 1. Implementation Method

No	Issue	Solution	Stages
1	Lack of socialization regarding digital media	Providing counseling in the form of primary knowledge material about what digital media is	Providing an introduction by the presenter 1
2	Digital media is synonymous with the Internet because digital media is usually shared, distributed, or published via the Internet network. However, digital media can also be accessed without the Internet after the media file is downloaded or saved on a computer or smartphone device	Providing counseling in the form of primary knowledge material on how to share information using digital media	Providing an introduction by the presenter 1
3	There is still little knowledge about how to use digital media to market products for sale	Providing counseling in the form of primary knowledge material regarding the use of digital media in marketing products	Carrying out implementation and training in the form of practice by presenter 2
4	Social conflict occurs due to the misuse of digital media, so it requires knowledge of the use of digital media	Providing an understanding of the use of digital media so that it provides benefits for every user, even in developing the economy in the MSME sector	Conduct discussions between the lecturer and the participants regarding the conflict issue.

Table 2 Society Participation

No	Issue
1	Prepare a place for the PKM team to provide material in the form of presentations
2	Provide support to the PKM team to continue to collaborate
3	Follow the event to the end

4	Applying new knowledge about the use of digital mediato families and the wider community
5	Opening opportunities for lecturers and students fromPamulang University to carry out this community serviceprogram if there are other similar events to advance the surrounding community.

From the data in the table above, the socialization material that the Community Service (PKM) team will present can be realized well, as we know that information technology developments, especially in information systems, are very beneficial for community socialization. Because the target of the Community Service (PKM) activities of the Faculty of Economics and Business, Pamulang University, at this time, our students andteachers, all parties should support and maximize this program as a whole for our common good in the future.

This activity does not stop at the level of socialization alone, but various methods to master knowledge about the use of technology such as Digital entrepreneur's Social Media like Facebook, Instagram, WhatsApp, Twitter, TikTok, Line, and several online shop applications such as Lazada, Shopee, Tokopedia, Bukalapak, Olx which can be Efforts will continue to be made to support the MSME process optimally. With the various efforts mentioned above, let us provide suitable training to MSME players so that our hopes of educating and developing the community's economy can be realized well.

This community service activity will also be a solution for developing businesses so that the buying and selling transaction process can be achieved well. For further collaborative activities, it is hoped that the community service team can work together again to helpwith other problems related to information technology in the economic sector. Apart from carrying out socialization, we also distributed questionnaires to support our preparations for the future to better prepare for the implementation of PKM.

RESULTS

The activity for implementing Community Services is to collaborate with the Kuala Lumpur Indonesian School and look for problems that exist in that place so that they can provide the right solution in motivating students to become digital entrepreneurs. After analysis, we provide training in the form of material and practice in developing managerial skills to students. The stages in implementing community service activities are as follows:

1. Conduct a location survey that is the object of PKM, namely Indonesian School Students in Kuala Lumpur.
2. Determine the time, place, and prospective participants and submit a letter of application for community service activities.
3. The PKM team performed community service for three days, 11 - 13 January 2024, at the Indonesian School Kuala Lumpur. The implementation of this PKM activity uses lectures, discussion, direct

question-and-answer methods, and case examples. MSME business participants received input from the presenters about how to manage a business, especially for businesses. This PKM activity also received a good response from the school.

We are fostering an Entrepreneurial Spirit Among Indonesian School Students in Kuala Lumpur. Seeing the problems above, we tried to adapt to the needs of our partners, namely Indonesian school teachers and students in Kuala Lumpur, to provide material about introducing digital entrepreneurship so that they can develop their competencies in the digital world to become superior entrepreneurs. It is hoped that this can be the best solution in delivering material, giving assignments, and making digital media an essential function in marketing products to be sold.

Based on the initial summary above, we, the Community Service (PKM) team from the Pamulang University (UNPAM) Office Management and Administration study program, offer a solution to the problem of low public knowledge, especially businessactors, in utilizing digital media, namely by providing knowledge through learning materials, making it easier business actors to understand and provide examples of howto use and exploit digital media for marketing creatively. The target of this community service program is the teachers and students of Kuala Lumpur Indonesian School, totaling approximately 25 participants. Things that we will discuss regarding problems and solutions so that the material to be addressed can reach 100% of the discussion percentage, including:

Table 3 Problem-Solving Framework

No	Issue	Solution	Percentage
1	Lack of socialization regarding digital media	Providing counseling in the form of primary knowledge material about what digital media is	25%
2	Digital Media is a place for much technological information	Providing counseling in the form of primary knowledge material on how to share information using digital media to be able to understand digital entrepreneurship	25%
3	There is still littleknowledge about how to use digital media to marketproducts for sale	Providing counseling in the form of primary knowledge material regarding the use of digital media in marketing products	25%
4	Social conflict occurs due to the misuse of digital media, so it requires knowledge of the use of digital media	Providing an understanding of the use of digital media so that it provides benefits for every user, even in developing the economy in the MSME sector	25%

We are applying digital entrepreneurship knowledge among Indonesian school students in Kuala Lumpur. From the data in the table above, the socialization material that the Community Service (PKM) team will present can be realized well, aswe know that information technology developments, especially in information systems, are very beneficial for community socialization. Because the target of the Community Service (PKM) activities of the Faculty of Management and Business, Pamulang University this time is the teachers and studentsof Indonesia School Kuala Lumpur, all parties should support and maximize this program as a whole for our common good in the future.

This activity does not stop at the socialization level alone but also uses various methods to master knowledge about the use of technologies Social Media such as Facebook, Instagram, WhatsApp, Twitter, TikTok, Line, and several online shop applications such as e-commerce like Lazada, Shopee, Tokopedia, Bukalapak, Olx. As an academic person at Pamulang University, we are fully aware that the progress of a nation's science and technology cannot be separated from the success of the continuous learning process without stopping. The mastery of science and technology is clear evidence of development success. This is in line with Law no. 20 of 2003 concerning the National Education System, which states that national education is rooted in the Indonesian nation's culture, summarized in Pancasila and the 1945 Constitution, which functions to develop abilities and improve the quality of life of the Indonesian people.

Applying the concept of digital entrepreneurship among Indonesian school students in Kuala Lumpur, Socialization regarding the use of digital media to support MSMEs was carried out in three meetings. The target of the community service program is teachers and students, with a total of 25 participants.

Documentation of Community Service (PKM) is presented in the figure below :



Figure 1 photo session with students



Figure 2 Submission of Materials by Putri Nilam Kencana, S.E., M.M.

CONCLUSION

The implementation of Community Service activities carried out by the lecturers of the Pamulang University Management Study Program has gone smoothly and received a cheerful and warm welcome from the place where the PKM activities were carried out at the Sekolah Indonesia Kuala Lumpur (SIKL), Malaysia. As lecturers, we hope this PKM activity can increase knowledge of discipline and responsibility.

There may be many shortcomings in this PKM activity report; for this reason, we hope for input and criticism to improve future PKM activities. This PKM activity will be helpful in the community around Pamulang University and others. With this Community Service (PKM) activity, it is hoped that participants can apply the knowledge they have gained daily. Ultimately, the participants and the surrounding environment can feel the benefits of this knowledge, especially the Sekolah Indonesia Kuala Lumpur (SIKL) Malaysia students carrying out Digital Entrepreneurship activities.

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