



STRATEGY TO DEVELOP ENTREPRENEURIAL SPIRIT IN THE DIGITAL ERA IN ULU LAPAO-PAO, WOLO DISTRICT, KOLAKA

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Abstract

Community Service is a real medium in bridging universities with the community in facing various social problems and needs, because universities are required not only to be centers for the development of science but also to be able to practice that knowledge for the benefit of society. Community service in carrying out socialization activities to the community in Ulu Lapao-Pao village, which is related to increasing entrepreneurial spirit in the digital era, aims to foster an entrepreneurial spirit by utilizing technology in its business activities. Based on the observations at the PKM Location, namely Ulu Lapao-Pao village, some problems are a priority in this PKM, namely the lack of community knowledge regarding how to utilize social media in entrepreneurship in the digital era. The implementation of this service uses a socialization method consisting of three stages: observation, socialization, and evaluation. The implementation of community service activities aimed at improving the knowledge and skills of the Ulu Lapao-Pao village community in entrepreneurship in the digital era can be said to have achieved success as indicated by the desire to become entrepreneurs in the digital era because their knowledge and skills in using technology as a commercial marketing tool have also developed by utilizing social media as a place for entrepreneurship in the digital era.

Keywords: Strategy, Entrepreneurship, Digital Era

INTRODUCTION

Indonesia is an economically developing country, and its future economic growth will be significantly influenced by the extent to which its entrepreneurs play an essential role. Businesses that can innovate as much as possible, have lots of fresh ideas, and are willing to take risks when producing goods will be able to innovate more and contribute significantly to the nation's economic development (Supit et al., 2022). One of the driving factors for increasing the Indonesian economy is Entrepreneurship (Abdurrohman & Salam, 2023). It is explained that entrepreneurship is essential because it can help everyone prosper, but it needs to be supported by knowledge so as not to experience losses. Several things can minimize the obstacles to entrepreneurship in this digital era, namely by making entrepreneurial efforts faster, more affordable, easier, and even creating many opportunities for collaboration so that a business can be more effective (Suhardi et al., 2023). Creativity and innovation are a combination for entrepreneurship (Dewi & Soediro, 2022), which can be optimally creative (Asnawati, 2021) to become a method that can encourage economic growth (Boldureanu et al., 2018) and can reduce the proportion of unemployment (Asnawati, 2021).

Knowledge is needed for business development and should be started early to train entrepreneurial skills (Anggiani et al., 2022).

Currently, encouraging the spirit of entrepreneurship is a national concern and a government initiative designed to empower the community, especially the younger generation, to become more competitive. Furthermore, it is essential to prepare the next generation of information technology experts because Indonesian society faces challenges in economic globalization, especially the younger generation, who must prepare for global competition. Raising a generation of young entrepreneurs is challenging because becoming a resilient entrepreneur requires a strong entrepreneurial mindset, attitude, and behavior in addition to the usual challenges of capital availability, technology, market accessibility, and creativity. It is not easy to establish quickly; it requires early development and understanding from school age, giving someone the confidence to declare themselves as entrepreneurs when they reach adulthood (Syarifah et al., 2022).

Community Service is a real medium in bridging universities with the community in facing various social problems and needs, because universities are required not only to be centers for the development of science but also to practice this knowledge to benefit society (Soehadha, 2016). The objectives of community service are 1) increasing efforts to improve human resource skills, in response to the demands of development dynamics, which is the goal of university community service. 2) Accelerating the pace of social development initiatives to create a dynamic society ready to adapt and progress by applying social values. 3) Accelerating the development of professions and community institutions through their modernization progress (Emilia, 2022).

Digital, a Greek word meaning finger, is the origin of the word "digitus", usually referring to number-based objects, especially those using binary numbers. The basis of digital communication is binary language. To facilitate the exchange of information, the numbers 1 and 0 are grouped into different codes. The terms bit (Binary Digit) and 1 and 0 can refer to the smallest unit of information in a digital system, known as a binary digit. In essence, digital technology is a fast computing system that converts all types of data into numerical data. Digital technology can be controlled, connected to a network, or the internet. Print media, television, magazines, newspapers, and other media, other than the internet, do not fall into the digital technology category. In the Digital Age, people can connect deeply, even though they live far apart. Another name for the digital age is globalization. The process of international integration known as globalization is caused by the flow of ideas, goods, and other cultural factors. It is mainly due to advances in internet infrastructure and transportation (Ngongo et al., 2019).

The digital era is where advanced technology is used to digitize everything. The digital era began with the advent of digital internet networks, particularly computer technology. Everyone who lives in the digital era uses digital systems daily. Two categories of impacts are associated with the digital era, namely positive and negative. The benefits of the digital era include easier communication in entertainment media, easier learning, and easier information retrieval. The disadvantages include

wasting time, addiction, isolation, and health problems (Janatin & Kurnia, 2022). According to data from the Indonesian Internet Service Providers Association, internet users in Indonesia as of January 27, 2023 were 78.19% or around 215,526 million people from the total population in Indonesia, which is 275.77 million people with 21.6% usage in the Sumatra region, 55.7% in Java, 6.6% in Kalimantan, 5.2% in Bali and Nusa Tenggara, and 10.9% in Sulawesi, Maluku and Papua. It is an increase of around 1.17% of internet users in 2022 (Yati, 2023).

Based on the description above, we are interested in carrying out socialization activities for the community in Ulu Lapao-Pao village related to increasing entrepreneurial spirit in the digital era. We want to foster entrepreneurial spirit by utilizing technology in carrying out business activities.

Problem

Based on the observations at the PKM location, namely Ulu Lapao-Pao village, some problems are a priority in this PKM, namely the lack of community knowledge regarding how to utilize social media in entrepreneurship in the digital era.

The PKM team agreed to raise the above problem as a priority because increasing community knowledge regarding how to utilize social media in entrepreneurship in the digital era can develop businesses so as not to be left behind by other villages. In addition, the community also gained new knowledge about how to market products via the internet, learn several terms in online business, and promote products with methods that can be done with the hope of becoming a competitive business pioneer.

METHOD AND PROSEDURE

The method of implementing this community service is socialization. In this community service, there are three stages, namely:

1. Observation/needs analysis was carried out to explore information related to the current conditions of the Ulu Lapao-Pao village community.
2. Socialization is carried out by gathering the Ulu Lapao-Pao village community at the village hall, where the socialization activity is carried out.
3. Evaluation is a follow-up to the socialization activity to determine the extent of community knowledge regarding strategies for developing an entrepreneurial spirit in the digital era.

RESULTS AND DISCUSSION

Observation Stage

Methodical observation and documentation of the phenomena being studied is called observation. Methodical observation and documentation of archival phenomena are known as observation techniques. In a broad sense, observation includes more than direct or indirect observation

(Hasibuan et al., 2023). At the observation stage, it is carried out by observing natural resources, local products, and local community expertise that can be used as a basis for business, and seeing to what extent the community has utilized digital technology, such as social media, e-commerce, or other applications that can be used for entrepreneurship. The results of observations in Ulu Lapao-Pao village show that the local community is still small in utilizing digital technology to market goods and services.

Socialization Stage

The process of instilling concepts that allow individuals to learn and change their way of thinking and adapting so that they can fully participate in their community is known as socialization (Ilmiyah et al., 2022). At this stage, held on September 10, 2024, it is intended to inspire people to think creatively to create unique products or services that meet market needs and train practical skills such as business management and digital marketing. The village head, officials, several community leaders, and youth from the Ulu Lapao-Pao village youth organization attended this activity. This socialization activity was carried out by understanding the importance of entrepreneurship in the digital era, how to run a business in the current era of technological advancement, and explaining the advantages of entrepreneurship in the digital era.



Figure 1. Group photo of the Community Service activity implementers and Entrepreneurs

Evaluation Stage

Evaluation determines whether the socialization carried out has succeeded in achieving its objectives. Post-test is an evaluation activity carried out at the end of each material delivery to determine the level of student mastery of the material that has been taught (Siregar et al., 2023). The evaluation stage is carried out to determine the extent of community knowledge regarding strategies for developing an entrepreneurial spirit in the digital era using a post-test. Evaluating strategies for developing an entrepreneurial spirit in the digital era was quite satisfactory. The results of the post-test of the Ulu Lapao-Pao village community who attended this socialization activity showed a desire

to become entrepreneurs in the digital era because their knowledge and skills in using technology as a commercial marketing tool have also developed.

Strengths and Weaknesses

The strengths of this activity are the access to technology that can be utilized by the community, for example, smartphones and the internet, which allow them to learn about digital marketing, e-commerce, or online training and increase the community's enthusiasm for entrepreneurship in the digital era. The weaknesses of this activity are the level of education in Ulu Lapao-Pao village, which becomes an initial obstacle in developing an entrepreneurial spirit due to the difficulty in understanding modern business concepts.

Level of Difficulty

The majority of Ulu Lapao-Pao villagers work as clove farmers, and because this activity is carried out during the clove season, some people live outside the village. In addition, community activities in the morning involve harvesting cloves, while in the evening, they have to separate the cloves from the stems, so on the day of the socialization, many people were unable to attend.

CONCLUSION

The implementation of community service activities aimed at enhancing the knowledge and skills of the Ulu Lapao-Pao Village community in entrepreneurship during the digital era can be considered successful. This success is evident from the growing interest of the community in becoming entrepreneurs by seizing the opportunities offered by digital technology. The participants have shown improved understanding and abilities in utilizing technology as a commercial marketing tool, particularly through social media platforms. Leveraging social media for business not only provides wider market access but also increases the effectiveness of product and service promotion. With these acquired skills, the community members have become more confident in developing competitive independent businesses. Moreover, the program has fostered creative and innovative mindsets, encouraging the productive use of technology to support the local economy. Overall, this community service activity has made a tangible contribution to empowering the people of Ulu Lapao-Pao Village, especially in preparing them to face the challenges and seize the opportunities of the digital business era. This improvement is expected to be sustainable, leading to greater economic independence and enhanced community welfare.

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