



SKILL MANAGEMENT TRAINING IN IMPROVING ADOLESCENT PRODUCTIVITY DURING THE COVID-19 PANDEMIC IN LONTAR VILLAGE

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Abstract

This devotion involves many components of society to become organizational boosters, as teachers and volunteers. The community wants to realize non-formal education that can embrace the lower middle class who do not get access to formal education for various reasons or children break up. school because of the narrowness of the economy. The goals and objectives to be achieved in this Community Service (PKM) activity are to guide adolescent citizens learning to increase their productivity in the pandemic period. Covid-19 by developing business ideas that match their talents/potential and by the opportunities and needs of the community. The method used in community service (PKM) activities is to provide counseling and discussion in providing training and direction to the youth of citizens. Learn to increase its productivity in the current Covid-19 pandemic online with the Zoom application. With the impact of the Covid-19 pandemic that is widespread and unavoidable, there needs to be an increase in the ability of citizens to learn to increase their productivity by developing ideas and capturing business opportunities in the community that are tailored to their potential. With this pelatihan, it is expected that wara learn to have the ability to be able to develop ideas and capture business opportunities amid the Covid-19 pandemic. In increasing the productivity of the villagers, learning the village is needed not only for brilliant ideas and wide open opportunities but also for business planning. Well structured.

Keyword: *Training, Management, Marketing, ejection village.*

INTRODUCTION

Bad communication will hinder a person in developing the career and progress of an organization/company. For this reason, communication is essential for both everyone and the organization. Skills to communicate can be learned, both self-taught and follow public speaking training that is increasingly rife lately (Sadagheyani et al., 2021). Community service is implementing the practice of science, technology and cultural arts directly to society institutionally through scientific methodology as the spread of tri dharma. Higher education and noble responsibility in efforts to develop the community's ability, to accelerate the rate of growth achieved national development goals.

Community service activities are one of the Tri Dharma Of Higher Education In addition to Education and Research, by Indonesian Law No. 20 of 2003 on the National Education System, in Article 20 paragraph 2 it is stated: "Universities are obliged to organize education, research and community service." Article 24 paragraph 2 states: "Universities have the autonomy to manage their institutions as centers for implementing higher education, scientific research, and community service". There is no denying that education is a right and obligation for every human being. Thus, no one is allowed to leave education, regardless of age, creed, race, culture, property rights, and strata. In the context of the State of Indonesia, this is stated in the 1945 Constitution Article 31 Paragraphs 1-2 and Article 28C. However, there are still very many people in our beloved country who do not get education,

either due to the limited reach of government policies and the Keenganan community itself to study or attend school (Drennan, 2019).



Figure 1. Rainbow Bridge Tours in Lontar Village

The responsibility of education development as stated in Law No. 20 of 2003 is not only the responsibility of the government but also a joint duty and responsibility. between society and government. Acceleration of educational goals must in principle be implemented by formal, non-formal and informal educational institutions that are part and parcel in realizing national education goals. Facts in the community show that the success of education in traditional schools has not been able to equalize education to the community (Misral et al., 2020). That is why non-formal education becomes an essential factor in equalization of education.

Admittedly or not, the number of students threatened with dropping out of school continues to increase, especially students at the nine-year primary education level. "The World Bank in its report alleged that the impact of the economic crisis that never ended, is the decline in school participation rates (APS), especially children who come from families. poor. As well as the deterioration of the quality of the school, which was before to the critical stage, but already very worrying. Whereas community involvement has been mandated in Law 20 of 2003, on the national education system which states that "The community is obliged to provide support in maintenance of education". So that the responsibility of education development is not only the government's responsibility but also a joint duty and responsibility between the community and the government (Rahmanita et al., 2020). Acceleration of educational objectives must in principle be implemented by Formal, non-formal and informal educational institutions that are part and parcel in realizing national education goals.

Management is: "The science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve a particular goal". While Management is: "the art of the science of planning, organizing, in devotion this time, is intended for the preparation, direction and supervision to achieve the objectives that are It has been set." In its implementation, this non-formal educational institution (including the village of Lontar) is still stuck, because there are still shortcomings from here and there, primarily related to its human resources and with supporting tools (Rusilanti,

2021). Government assistance that has been there so far has not made the non-formal educational institution experience development (in a meaningful sense), let alone independent (Andini, 2021).

METHOD AND PROCEDURES

The method used in community service (PKM) activities is to provide counseling and discussion in providing training and direction to the youth of villagers learning lontar to increase its productivity in the current Covid-19 pandemic through online with the Zoom application. The stages carried out in this activity are:

1. Preparation Stages

- a. confirmation to the youth chairman of lontar village for the implementation of training and extension activities
- b. Division of labor (*jobdesk*) members of the PKM group.
- c. Preparation of materials/materials that will be presented during PKM activities.

2. Training Stages

- a. Mapping the activities of residents learning lontar village about what has been done by residents to learn lontar village
- b. Providing material on the importance of increasing productivity during the Covid-19 pandemic to teenagers who study lontar villages.
- c. Provide material to improve the ability to find business ideas in the Covid-19 pandemic in the lontar village (Webinar 1)
- d. Providing material to improve the ability to capture business opportunities in the Covid-19 pandemic in the lontar village study residents
- e. Provide material to develop a simple business plan to realize business ideas into productive activities that can be an additional or alternative source of income for adolescent residents learning lontar village
- f. Hold discussion sessions to provide information about difficulties and obstacles in finding ideas, capturing opportunities and planning business activities in the Covid-19 pandemic for adolescent villagers to learn from the village lontar.

RESULTS

Participants were members of the community, community leaders consisting of representatives of RT devices, lecturers, and students. Activities are carried out through lectures, question and answer discussions, and several examples of cases in communication problems in the organization and examples of marketing problems around us. In addition, the speakers also provide counseling and training followed by the participants.

Employment Research Institute (Surabenjawong et al., 2020) revealed that a person's success is 18% due to having hard skills, and 82% because someone has soft skills. One of them is communication. In addition, it is proven that success supporting factors such as networks or networks can be had if many people know us because we have good communication. So good communication skills, known as public speaking, are necessary for everyone and all professions, both as students and students, a supervisor or manager, a religious figure or community leader, lawyer, doctor, teacher or lecturer, marketing personnel, and so on.

In addition to good communication, the use of digital technology in the form of social media is a means of marketing that is currently very appropriate for use in pandemic times like this. The use of social media is expected to be used as one of the creative ideas of young people to start an online business to open up new opportunities so that young people are no longer one hundred percent. Please rely on the elderly, but start earning on their own. With business through social media, more aspiring entrepreneurs will appear and help improve the economy around us more and more people who lose their jobs. due to pandemic covid-19.

Starting an online business does not cost much money. Online businesses can use minimal promotional costs but get maximum results, using Facebook ads, Google Adwords, and Google Search (Johari & Jha, 2020). Alternatively, with a zero percent fee, a good advantage is using the Website, Instagram, Youtube, Facebook, Twitter, Line, Whatsapp, Tiktok or other managed accounts. In addition to the promotion or sales model through social media to maximize marketing, we can also go through the existing market place such as, Open lapak, Tokopedia, Shoope, Lazada, Blibli, JD.id. and so on.

With public speaking and digital marketing training, it is expected that we can promote with excellent and correct language through social media. Devotional participants will be required to be more active in communication and manage their social media accounts so that the products to be sold can compete in the online market.

In addition, after participating in this training and activities it is expected that participants will be able to:

1. Participants can form a mindset about the importance of *public speaking* in organizations and communities.
2. Participants can plan and compose the presentation material well.
3. Participants can do *public speaking* with confidence, attractive and impressive without reducing the message conveyed.
4. Participants understand *digital marketing* and can apply it to increase personal and organizational income.
5. Participants can create *digital branding* at a more efficient cost.

6. Participants can determine the basic model of *digital marketing* implementation that can be run by current conditions.
7. Participants can devise strategies for the use of Online *Media*, based on product objectives and categories.
8. Participants understand the advantages and disadvantages of different types of media

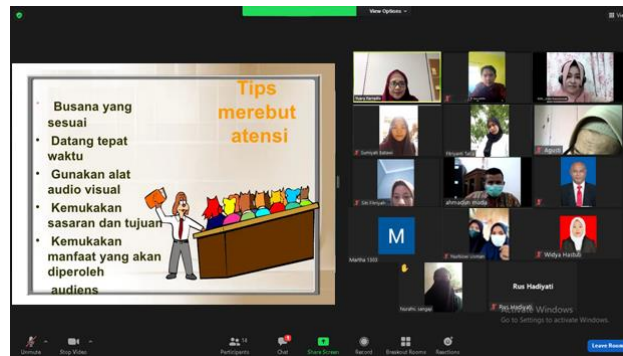


Figure 2. Implementation of Devotion

CONCLUSION

Community Service Activities (PKM) that we have done is thanks to the cooperation of various related parties to run well and measured and material. What we say can be the people to learn the village of Lontar. With this Community Service (PKM) activity, it is expected that participants can apply the knowledge they have gained in their daily lives. Moreover, in the end, the science can be felt by the participants themselves and the surrounding environment, especially the environment of the residents learning the village of Lontar.

From the results of this community service we recommend to the government and local agencies to:

1. With this training we see that citizens learn in need of continuous training about business development and marketing through various means of supporting activities in pandemic time.
2. Youth as learners are expected to facilitate citizens learning to obtain business development and marketing training through digital applications.
3. The local government is expected to help small business development activities through learning activities at PKBM.

Institutions and academics are expected to play an active role to carry out community service activities related to business development and marketing

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