

STARTING AN ENTREPRENEURSHIP JOURNEY THROUGH WIRAUSAHA MERDEKA WORKSHOP OF UNIVERSITAS MUHAMMADIYAH SURAKARTA

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Abstrak

Penelitian ini dilatarbelakangi oleh banyaknya pengangguran dari kalangan lulusan perguruan tinggi. Padahal, ada banyak peluang untuk menciptakan lapangan kerja baru. Maka dari itu, perlu memperkenalkan Pendidikan kewirausahaan kepada mahasiswa agar jiwa kewirausahaan mereka berkembang. Salah satunya melalui kegiatan workshop program wirausaha Merdeka. Kegiatan ini bertujuan untuk memberikan ilmu dasar pelatihan kewirausahaan guna menumbuhkan kembangkan jiwa wirausaha pada ruang lingkup mahasiswa agar dapat menciptakan ide-ide kreatif dan inovatif sehingga nantinya dapat memenuhi kebutuhan sendiri maupun masyarakat sekitar dengan membuka lapangan pekerjaan. Kegiatan workshop diisi dengan berbagai materi, praktik serta berbagi pengalaman yang disampaikan langsung oleh pelaku UMKM. Materi yang diberikan yaitu analisis SWOT, Business Model Canvas, pembuatan Bisnis plan, strategi pemasaran hingga praktik menghitung HP Produk dan HP penjualan. Bentuk kegiatan ini merupakan workshop yang dilaksanakan selama 100 jam secara hybrid dalam waktu satu bulan pada bulan September 2022. Penulis menggunakan metode kualitatif dengan Teknik studi literatur. Hasil dari workshop wirausaha merdeka untuk memberi pengetahuan, pengalaman, ketrampilan, wawasan, jaringan dan membentuk pola pikir untuk menjadi wirausaha.

Kata kunci: Wirausaha, Mahasiswa, Pelatihan, Workshop, Wirausaha merdeka

Abstract

This research is motivated by the large number of unemployed college graduates. In fact, there are many opportunities to create new jobs. Therefore, it is necessary to introduce entrepreneurship education to students so that their entrepreneurial spirit develops. One of them is through the Merdeka Entrepreneurship Programme workshop activities. This activity aims to provide basic knowledge of entrepreneurship training in order to develop an entrepreneurial spirit in the scope of students so that they can create creative and innovative ideas so that later they can meet their own needs and the needs of the surrounding community by opening up jobs. Workshop activities are filled with various materials, practices, and sharing experiences conveyed directly by MSME actors. The material provided includes SWOT analysis, a business model canvas, making business plans, marketing strategies, and the practice of calculating HP products and HP sales. This form of activity is a workshop that is carried out for 100 hours in a hybrid manner within one month in September 2022. The author uses a qualitative method with a literature study technique. The results of the independent entrepreneurship workshop are to provide knowledge, experience, skills, insights, networks, and a mindset to become an entrepreneur.

Keywords: Entrepreneurship, Students, training, workshop, independent entrepreneurship

1. INTRODUCTION

In 2021, the Depnaker released a report on unemployment based on education level. In the report, there were 13.17% of unemployed people who came from universities. That number is equivalent to 1,286,464 graduates who are unable to find work. This is because the number of

jobs available is very limited. Therefore, the government needs to open new job opportunities in an effort to absorb graduates produced by educational institutions.

In an effort to create jobs, the government needs to increase the number of new entrepreneurs in Indonesia. The President has issued Presidential Regulation Number 2 of 2022 on National Entrepreneurship Development with the aim of encouraging the growth of entrepreneurs until 2024 so as to reach the ideal level of 3.95% of Indonesia's total population. The government continues to strive to increase the entrepreneurship ratio in Indonesia to reach the ideal level and compete with other countries. The goal of increasing this ratio is to strengthen the country's economic structure, as the current entrepreneurship ratio is only 3.47% of Indonesia's total population (Sutrisno, 2022).

In realising this, the government is trying to encourage public interest in entrepreneurship, starting from the scope of students by providing activities outside the study programme and outside the university under the auspices of the Ministry of Education, Culture, Research, and Technology (Kemendikbudristek) in the Merdeka Belajar-Kampus Merdeka (MBKM) programme, especially Wirausaha Merdeka (WMK). Universitas Muhammadiyah Surakarta is one of a number of universities throughout Indonesia partnered by Kemendikbudristek to implement this program.

The workshop is part of the Independent Entrepreneurship Programme, which aims to provide opportunities for students to learn and develop themselves into prospective entrepreneurs and provide motivation for entrepreneurial spirit (Faridatussalam et al., 2023). This is in line with the opinion expressed by Baum et al. (2007) that motivation in entrepreneurship includes motivation directed at achieving entrepreneurial goals, such as goals that involve recognising business opportunities. In addition, this programme also encourages students to work together, act, and contribute to the country's economic progress. By providing regular and planned training and workshops, students are expected to become agents of change who help improve the economic quality of society; driving agents who encourage innovative solutions to create jobs through business opportunities offered to them; and pioneering agents who create new entrepreneurial opportunities in Indonesia (Kemendikbudristek, 2022)

2. METHOD

According to Basrowi & Suwandi (2008), qualitative research is research that prioritizes in-depth understanding and interpretation of meaning, reality, and relevant facts. The author uses qualitative methods and collects various literature related to entrepreneurship learning in higher

education. The technique used in this article is to use literature studies, namely by examining student interest in entrepreneurship learning in higher education.

Here are some stages of independent entrepreneurial workshop activities carried out, including:

- 1) Theoretical explanation, namely the presentation of materials delivered directly by resource persons who are experts in their fields.
- 2) Discussion, the participants asked several questions and the speaker explained relevantly.
- 3) Coaching, participants can consult with mentors who have been provided.
- 4) Evaluating, where participants are asked to fill out a google form in which there are several questions that are relevant to the material that has been conveyed previously.



Figure 1. Wirausaha Merdeka workshop activities

3. RESULT & DISCUSSION

Workshop activities in the Independent Entrepreneur programme are carried out at Universitas Muhammadiyah Surakarta and applied to all students regardless of the field of study studied as an effort to introduce the world of entrepreneurship in order to foster an entrepreneurial spirit among students through increasing entrepreneurial understanding, recognising an entrepreneurial mindset, improving management (organisation, production, finance, and marketing), introducing access to market information, technology, business partners, business strategies and ethics, and making business plans. This is in line with the opinion (Wahyudiono, 2017) that students' lack of understanding of the basics of managing a business is a factor in their lack of encouragement or interest in entrepreneurship.

Merdeka entrepreneurial workshop activities were carried out for one month in September 2022 for 100 hybrid hours. Offline activities are carried out in several places on the UMS Campus, namely Edutorium K.H. Ahmad Dahlan, the 4th Floor Postgraduate Building, and the 7th Floor Seminar Room Siti Walidah Main Building, while online activities are carried out via Zoom. Explanations for each material are guided by mentors and also by MSME business actors directly. Details of Wirausaha Merdeka workshop activities are presented in detail in Table 1.

Table 1 Schedule of Wirausaha Merdeka Workshop activities at Universitas Muhammadiyah Surakarta (September 3 to September 28, 2022)

Day/Date	Materials
Saturday, September 3, 2022	Stadium General Business (Starting a Business)
	Stadium General Business (Mental Building & Business Motivation)
	Stadium General Business (IESQ Business)
Monday, September 5, 2022	Awakening the entrepreneurial spirit
	Knowledge of business potential and talent
	Finding business ideas and opportunities
	Export & import business strategy
Tuesday, September 6, 2022	The importance of Leadershippreneur
	Business Market Familiarization Strategy
	Business and professional ethics
Monday, September 12, 2022	Copyright and how to register IPR
	SWOT-BMC and Business Plan
Tuesday, September 13, 2022	Determination of HP-Product and HP-Sales
	Business marketing strategy
	Halal Product & Halal Product Registration
	Applied business strategy and development
Wednesday, September 14, 2022	SME Licensing & MSME Commercialization
	Market Place
Monday, September 19, 2022	Explanation of Potential Interest and Talent Mapping
Tuesday, September 20, 2022	Digital Marketing and SocialMedia
Monday, September 26, 2022	Creative design, business opportunities
	Business financial management
Tuesday, September 27, 2022	Business prototype
Wednesday, September 28, 2022	Business opportunities in Health (Applied)
	Entrepreneurship in MBKM
	Cultivation business opportunities

The first week of Wirausaha Merdeka workshop activities provided a theoretical explanation of entrepreneurship, which aims to strengthen the scientific basis of the entrepreneurial process. However, what was emphasised was an explanation of how to build a

business mentality, develop leadership skills, and grow business ideas to recognise the business market. In this session, the speaker conveyed firmly and clearly that the material is very important to be able to equip students to establish or run their own businesses. A businessperson must always have new ideas, recognise the business market, and be mentally prepared to face the risks that arise so as not to give up easily. In addition, the success or failure of the company's business will definitely be related to a leader. Thus, leadership in business is something that must be considered because its role cannot be taken lightly.

After the theoretical explanation, the speaker provided examples of types of MSMEs that are trending, both offline, online, and in combination. Not only that, the speaker also shared his experience, starting from the beginning of establishing a business to the risks that have been faced. The results of the Wirausaha Merdeka workshop in the first week:

- 1) The participants asked a lot about the preparation stages needed as young entrepreneurs, especially those related to knowledge about business and how to keep our motivation from diminishing easily. The speaker conveyed this, namely the importance of maximising our potential by attending entrepreneurship workshops and training on entrepreneurship and not being afraid to try and learn from experts.
- 2) In the experience-sharing session, the participants were eager to get excited about dealing with business risks, such as overcoming losses and lack of business. The speaker conveyed the importance of research before setting up a business.

Workshop activities in the second week were not only theoretical explanations; there were also practical activities accompanied by mentors who had been provided. What was emphasised this week was how to prepare and carefully design a business idea before it is realized. Creating a business plan and analysing the SWOT-BMC of a business idea is the first step in business planning. Because the business plan is proof of our seriousness in running a business, analysing SWOT-BMC aims to help an entrepreneur know the strengths and weaknesses of the business he wants to create and increase awareness of the factors used to make business decisions or set business strategies. Before realising the business idea that has been planned, we must carry out a marketing strategy that includes the 4Ps, namely product, price, place, and promotion. From here, it can be seen that the scope of marketing strategy is from the product formulation process to the target market, which also affects the price of the product, as well as where the product will be marketed and from what media consumers will recognise our products.

After the general explanation, practical activities were carried out on digital marketing, online registration of halal products, market place, and determination of HP products and HP

sales. Here, the participants have brought their respective laptop facilities, and there are already several mentors who accompany them. In this practical activity, participants create e-commerce accounts as well as tricks to expand insight and calculate HP-Products and HP-Sales, which are expected to be used to run the business that has been created. The results of the second week of workshop activities include:

- 1) In preparing their business, the participants were able to make a business plan and analyse SWOT-BMC well.
- 2) The participants can create an e-commerce account that can later be used in the long term to run their business.
- 3) In the business strategy session, participants were taught how to make their products attractive and provide satisfaction to consumers, which in turn will have an impact on increasing sales profits.
- 4) The participants knew the formula for calculating HP-Products and HP-Sales so that when running a business, they knew they were making a profit or loss.

Given the existence of entrepreneurial potential for the younger generation that has not been managed properly, it is hoped that the Wirausaha Merdeka Workshop activity will be able to encourage the development of students' entrepreneurial interests with an appropriate learning activity program. The expected outcomes of the Wirausaha Merdeka workshop activities include:

- 1) Increase awareness, which can build an entrepreneurial mentality and entrepreneurial ideas and encourage students to be self-employed.
- 2) Reducing unemployment among college graduates
- 3) Students can compile a business plan properly and correctly.
- 4) Be able to apply strategies on how-to do-good marketing offline and online through various media.

Advantages of the Wirausaha Merdeka workshop:

- 1) Provides students who have an interest in entrepreneurship with the opportunity to develop their businesses earlier and be guided.
- 2) Students are able to analyse SWOT and BMC.
- 3) Increase entrepreneurial career choices.
- 4) Increase independence in students
- 5) Improve job readiness of graduates
- 6) Students get knowledge and skills that are not obtained in lectures.
- 7) Students can prepare a business plan and know marketing strategies.

Disadvantages of Merdeka entrepreneurial workshop:

- 1) The high number of students who are interested in entrepreneurship but few have the courage to engage in entrepreneurship.
- 2) In theory, it is less able to increase students' insights in learning entrepreneurship. Because Merdeka's entrepreneurial workshop was only held for approximately 2 weeks.
- 3) In practice, there is a lack of laboratories to practice entrepreneurship theory, thus affecting the increase in student entrepreneurial potential.

According to the results of research conducted by Resmi (2013), entrepreneurship training activities are expected to build the ability to bear risks, the ability to never give up, and the ability to motivate entrepreneurship. It is hoped that these activities will produce graduates who have an entrepreneurial mentality and want to open a business. The implementation of independent entrepreneurial workshop activities at Universitas Muhammadiyah Surakarta, although the process certainly has obstacles and shortcomings, is still well implemented. This is illustrated by several photos obtained during the implementation of the workshop activities. Some of the documentation that can be displayed is as follows:

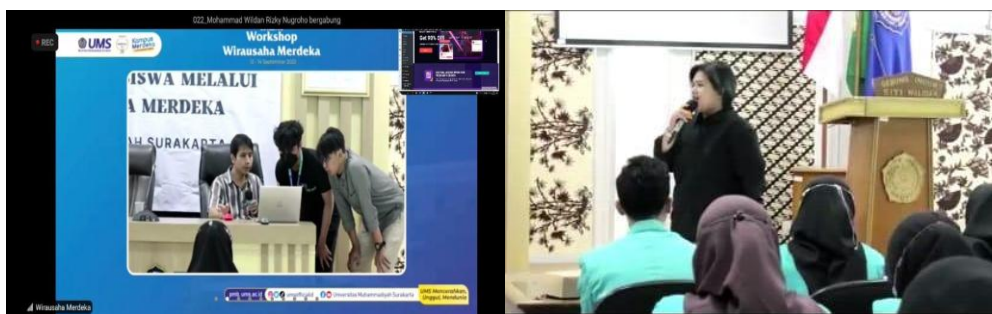


Figure 2. Illustrated

4. CLOSING

The independent entrepreneurial workshop activity is one of the efforts to foster a culture of entrepreneurship in the student environment. This workshop activity provides additional knowledge (providing theoretical explanations) and experience references (providing practical explanations from MSME actors). Through this activity, students can find out what things are needed in building a business, how entrepreneurial attitudes and behaviours are, how to make a correct business plan, and how to analyse SWOT and BMC. It is hoped that this Merdeka entrepreneurial workshop activity can encourage an increase in student entrepreneurial experience so that it can help improve the economic quality of the community and provide innovative solutions to open up jobs through student business opportunities and development. The long-term benefit is the motivation for participants to continue taking entrepreneurship training, which will enable them to set up businesses relevant to their fields. Therefore, ideally,

every university should have an MSME partner that serves as an entrepreneurship laboratory to teach entrepreneurship courses to students. The programme emphasises how important it is for students to build an entrepreneurial attitude through out-of-class activities. Therefore, ideally, every university should have an MSME partner that serves as an entrepreneurship laboratory to teach entrepreneurship courses to students.

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