



Unlocking Potential with Entrepreneurship Training for Vocational High School Students

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ABSTRACT

This training was specifically organized for 50 students from Muhammadiyah Vocational High School in Mlati, located in Sleman Regency. This activity aims to provide the necessary knowledge and skills in entrepreneurship, utilizing diverse teaching methods such as lectures, demonstrations, and classroom discussions. Through this approach, students are expected to gain a comprehensive understanding of the fundamental concepts of entrepreneurship. The training aims to foster a strong entrepreneurial spirit among the students so that after completing their education, they will not only focus on seeking employment but also be motivated to create job opportunities for themselves and others. With the rise of new entrepreneurs, it is hoped that this initiative will contribute to the government's efforts in reducing unemployment rates and improving the overall welfare of society. This training serves as an essential first step in shaping a self-reliant and competitive generation in addressing the challenges of an increasingly demanding job market.

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Introduction

Entrepreneurship is one of the key pillars in the economic development of a country [1]. In the current era of globalization and rapid technological advancement, creativity and innovation are essential for creating new business opportunities. Therefore, fostering entrepreneurial interest among Vocational High School students is crucial, as it prepares them not only for the job market but also empowers them to create employment opportunities for themselves and others [2]. As an educational institution committed to the development of student potential, Muhammadiyah Vocational High School Mlati needs to place greater emphasis on effective entrepreneurship training.

A survey conducted at Muhammadiyah Vocational High School Mlati revealed that many students are interested in entrepreneurship, but a lack of understanding and practical skills remains a significant obstacle. Many students are stuck in the traditional mindset that completing education is the only way to secure a job. This condition underscores the need for more in-depth and practical entrepreneurship education, ensuring that students not only understand the theory but are also able to apply it in real-life situations.

Entrepreneurship training is expected to provide students with insight into various aspects of business, from business planning, marketing, and financial management to product development. By adopting a practical approach that combines theory with hands-on experience, students will be better prepared to face the challenges of the business world. Additionally, this training aims to encourage independence and innovation among students.

One of the main challenges faced by Muhammadiyah Vocational High School Mlati students in fostering entrepreneurial interest is the lack of access to information and direct experience. Therefore, entrepreneurship training involving practitioners and successful entrepreneurs as speakers is crucial [3]. Through sharing experiences and real case studies, students can learn from the mistakes and successes of others, making them better prepared to start their businesses.

Moreover, to increase entrepreneurial interest, collaboration with various stakeholders such as the business community, government, and non-governmental organizations is essential. With support from these stakeholders, entrepreneurship training programs can run more effectively and provide a significant impact on students [4]. Involvement from external parties can also open opportunities for students to build networks and gain access to the resources needed to start a business.

In the context of education at Muhammadiyah Vocational High School Mlati, it is important to integrate entrepreneurship education into the existing curriculum. By linking entrepreneurship content with other subjects, students will be able to see the relevance and real-world applications of what they are learning. This will also help create a more conducive entrepreneurial ecosystem within the school environment [5].

By fostering entrepreneurial interest through entrepreneurship training, it is hoped that students at Muhammadiyah Vocational High School Mlati will be better equipped to face the challenges of the job market [6], [7]. They will have a deeper understanding of how to identify business opportunities, manage risks, and develop products that meet market needs. Ultimately, this will enhance the competitiveness of Vocational High School graduates in the labor market.

In conclusion, entrepreneurship training at Muhammadiyah Vocational High School Mlati is not merely an educational program, but an investment in the future of students. By providing them with adequate skills and knowledge, students will be more prepared to develop their potential and make a positive contribution to both the local and national economy. Therefore, all parties need to support and participate in efforts to foster entrepreneurial interest among students.

Literature Review

A. Entrepreneurship

Entrepreneurship is a process that involves identifying, developing, and managing business opportunities to create value [8], [9]. In the literature, entrepreneurship is often defined as a combination of an individual's ability to take risks, innovation, and management. According to [10], entrepreneurship is an action-oriented towards value creation, which refers to an individual's ability to see and exploit opportunities. Meanwhile, Guidotti et al. [11] emphasizes the importance of innovation in entrepreneurship, where an entrepreneur not only creates new products but also changes the way these products are produced and marketed. These studies show that entrepreneurship not only contributes to job creation but also plays an important role in economic development through increasing competitiveness and innovation.

In addition, the literature also highlights factors that influence interest in entrepreneurship, especially among the younger generation. According to Maheshwari et al. [12] and Putri et al. [13], attitudes, subjective norms, and perceived behavioral control contribute significantly to entrepreneurial intentions. Several studies show that entrepreneurship education can play an important role in forming positive attitudes toward entrepreneurship and improving the skills needed to start a business [14]. In Indonesia, research by Oztemel and Gursev [15], and Tarso et al. [16] shows that support from the social environment, including family and friends, as well as access to information about entrepreneurship can motivate students to become entrepreneurs. Thus, the development of comprehensive entrepreneurship education programs in schools is expected to foster an entrepreneurial spirit and prepare students to become successful entrepreneurs in the future.

B. Young Entrepreneur

Young entrepreneurs play an increasingly important role in the global economy, especially in the context of job creation and innovation [17]. According to the Global Entrepreneurship Monitor (GEM), young entrepreneurs, generally defined as individuals aged 18 to 34, have significant potential to create new businesses that are innovative and adaptive to market changes. Research by Howard et al. [18] shows that young entrepreneurs tend to be more willing to take risks and are more open to experimentation, which allows them to respond to market challenges in unique ways. In addition, their involvement in various sectors, such as technology, e-commerce, and services, shows high adaptability to evolving consumer trends and needs.

However, despite having great potential, young entrepreneurs also face various challenges that can hinder the growth of their businesses. According to a report by Sutrisno et al. [19], young entrepreneurs often lack access to the capital, experience, and networks needed to grow their businesses. Research by Siswanto et al. [20] and Wasik et al. [21] shows that support from the government, educational institutions, and the business community is very important to create an environment that supports entrepreneurial development among the younger generation. Comprehensive entrepreneurship training programs, as well as better access to financial resources and networks, can increase the likelihood of success of businesses founded by young entrepreneurs. By providing adequate support, society can harness the potential of young entrepreneurs to encourage sustainable economic growth and create new jobs.

Material and Methods

The methods applied in this training include lectures, demonstrations, class discussions, and evaluation. In the lecture session, participants were introduced to material that included opportunities and challenges in entrepreneurship, how to formulate business ideas, strategies for finding markets, selecting business opportunities and funding sources, as well as business analysis presented through slide presentations. Demonstrations are carried out by showing videos and images to provide a clearer picture, while class discussions provide an opportunity for participants to ask questions. At the end of the training, an evaluation is carried out which includes aspects of the material, facilitators, facilities, and consumption provided.

This entrepreneurship training aims to increase students' interest in entrepreneurship. It is hoped that with more and more Vocational High School graduates entering the world of entrepreneurship, the job opportunities available will also increase. This is expected to reduce the unemployment rate in Indonesia and at the same time improve people's living standards. The presence of new entrepreneurs is expected to contribute to the country's economic growth. Apart from that, this training also aims to balance theory and practice in learning, so that students can apply the knowledge gained at school directly. The training participants consisted of 50 classes.

Results and Discussion

This training was carried out in the hall of the Muhammadiyah Mlati Vocational High School located in Sleman Regency. The event opened with remarks from the Principal of Sanggala Vocational School, followed by a presentation of the objectives and material to be presented. Apart from vocational school students, this activity was also attended by teachers and staff. The results of the entrepreneurship training held in the hall of the Muhammadiyah Mlati Vocational School, Sleman Regency, are as follows.

A. First Day

1. Greetings from the Principal of the Muhammadiyah Mlati Vocational High School

First of all, I would like to thank the lecturers at the Faculty of Economics, Management Study Program, Indonesian Christian University, Toraja, who were willing to provide entrepreneurship training to our students at the Muhammadiyah Mlati Vocational High School. Currently, the problem of employment and labor availability is a big challenge for Vocational High School graduates. An imbalance between the number of jobs and the workforce can cause an increase in the unemployment rate, which ultimately hurts the community's economy. It is hoped that this entrepreneurship training can provide solutions to these problems.

Therefore, I really appreciate this activity, because this training will focus on developing skills which will later become the basis for students in entrepreneurship. I advise my children to take this training seriously and with all seriousness. Once again, I thank you. That's it.

2. Facilitator Directions

Our presence in providing this training is part of the implementation of the Tridharma of Higher Education, especially in community service. This training aims to provide knowledge and skills in entrepreneurship. In this way, participants will gain practical understanding and skills that can be applied after they graduate from Vocational High School. We hope that the results of this training can be a solution to overcome the unemployment problem faced by the Indonesian people.

3. Entrepreneurial opportunities and challenges

Entrepreneurial opportunities can be identified by understanding market needs, developing appropriate products, observing ongoing business trends, and collaborating with existing businesses. Several steps for selecting a business opportunity include determining the goals to be achieved, collecting and identifying ideas, and assessing the capabilities and resources needed to realize these goals. Apart from that, it is also important to determine the priorities that must be achieved in the entrepreneurial process so that it is focused and efficient.

However, entrepreneurs also face a number of challenges in running their businesses. Some of these challenges include a lack of market knowledge and understanding of consumer needs. Apart from that, the need for adequate capital or finance is also an obstacle. Lack of knowledge about product differentiation and understanding of legal aspects related to business also often becomes an obstacle for entrepreneurs, so they need to improve their skills and knowledge in this area to be able to compete and be successful in the business world.

4. Formulate business ideas

Formulating innovative and relevant business ideas is a crucial step in starting a venture. One effective way to generate business ideas is by exploring various information sources such as books, television, and digital platforms. Books provide in-depth insights into different industries, proven strategies, and inspiration from the experiences of successful entrepreneurs. Television programs focused on entrepreneurship, such as business competitions or documentaries about startups, can also offer fresh perspectives and spark creativity in crafting business ideas [22], [23]. By exploring these diverse sources, aspiring entrepreneurs can gather a range of viewpoints that may lead to innovative ideas.

Additionally, it's important to consider personal passion when formulating a business idea. When entrepreneurs pursue ventures that align with their interests, they are likely to be more committed and motivated. Passion not only fuels the energy needed to face challenges but also helps in creating authentic and compelling products or services. Therefore, reflecting on personal interests and hobbies can provide a strong foundation for discovering a business idea that is both enjoyable and well-suited to the individual.

The next step is to think about consumer needs or demands. Understanding what the market wants and needs is key to developing relevant products or services. Conducting surveys, interviews, or observing consumer behavior can provide valuable insights into their preferences. With this information, entrepreneurs can design offerings that are more targeted, increasing the likelihood of business success [24], [25]. By placing consumers at the center of the process, business owners can create greater value for the market.

B. Second Day

1. Choose a business opportunity

The steps involved in selecting a business opportunity are crucial to ensuring the success of a venture [26]. First, aspiring entrepreneurs need to identify what the market desires. This can be achieved by conducting market research to understand consumer preferences and needs. Additionally, it is essential to find products or services that align with personal passion. By combining personal interests with market demand, entrepreneurs can create offerings that are not only attractive to consumers but also fulfilling for themselves.

Moreover, aspiring business owners should study how existing businesses that are similar to their idea operate. By learning the best practices from these businesses, they can identify effective strategies and avoid common mistakes made by others. It is equally important to pay attention to trends; understanding current market trends enables entrepreneurs to adjust their offerings to stay relevant [27].

Lastly, entrepreneurs must be able to anticipate potential challenges that could lead to losses and make predictions based on the current market conditions. Having contingency plans and strategies to handle risks ensures that they are better prepared to manage uncertainties. These steps help entrepreneurs formulate business opportunities that are not only profitable but also sustainable in the long run.

2. Sources of funding and business analysis

Sources of funding for a business can come from various sources. First, loan capital that can be obtained from financial institutions such as banks and cooperatives. This capital is often used by entrepreneurs to meet working capital or investment needs in their business [28]. With this loan, business owners are expected to be able to develop their business and increase their profitability.

Second, capital itself is an important source of funding. This refers to funds owned by the business owner, which can be used without having to pay interest or apply for a loan. The use of own capital shows the owner's commitment to the business being run and can increase the confidence of investors and business partners.

Third, leasing is also a source of funding that can be considered. Through leasing, companies can use assets, such as equipment or vehicles, without having to buy them outright. This allows entrepreneurs to better manage cash flow while still having access to the assets necessary to run business operations.

C. Evaluation

This activity is carried out at the end of the training. Evaluation is structured in the form of closed and open questions. Ratings for open questions use a scale of 1-5, with the following criteria: 1. Very Poor, 2. Poor, 3. Fair, 4. Good, and 5. Very Good [29]. This assessment covers several aspects, namely material (clarity and ease of understanding, relevance to training objectives), facilitator (mastery of material, delivery style, clarity in delivery, ability to answer questions, and appearance), training location (comfort in learning), and consumption. /snack. Open questions contained suggestions regarding training, facilitators and services during the training.

Conclusion

From this training, several significant conclusions can be drawn regarding the impact and relevance of the program that has been implemented. First, this training has succeeded in providing great inspiration to the participants, encouraging them to explore more deeply the material taught. Second, it should be noted that this training is the first to be carried out at a Vocational High School, which shows the institution's commitment to improving the quality of education. Third, this training has a close relationship with the theories they have studied at school, so that participants can see the practical application of their academic knowledge in a more real and relevant context.

Conflict of Interest

The authors declare that there is no conflict of interest.

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