

BUSINESS PLAN MODEL IN CREATING FAMILY ENTREPRENEURSHIP

Mochamad SOELTON^{1*}, Fatchur ROHMAN², Mugiono MUGIONO³, Sonny INDRAJAYA⁴, Eri MARLAPA⁵, and Nico Alexander VIZANO⁶

^{1,4,5,6}*Universitas Mercu Buana - Indonesia*

^{2,3}*Brawijaya University – Indonesia*

**soeltan@mercubuana.ac.id*

ABSTRACT

Family problems can be overcome by carrying out various family-based entrepreneurial activities. Family-based entrepreneurship can be developed to reduce dependence on job vacancies from companies both government and private. The development of family entrepreneurship can also support economic growth in countries in the United States where 90 percent of the 15 million companies are family companies and have developed 40% of the United States GNP, while in Indonesia such a family has begun to emerge and this can be seen from franchises such as food franchises, fast food, franchise retail stores service businesses, and so on. With the above problems, the service team carried out business counseling activities in creating family entrepreneurship. An understanding of Business Planning in developing family entrepreneurship to prevent misunderstandings and conflicts that occur in the company, ultimately can increase the level and improve the welfare of the community. map the problem to the various parties in these circles. Knowledge of the number of communities in this circle. conduct education about family entrepreneurship in these circles. implementation of Business Planning that can be developed by the community.

Keywords: family economy, family entrepreneurship, cultural myths, environmental barriers

1. BACKGROUND

The Indonesian economy has recently experienced an unstable situation, this is indicated by the various upheavals that occurred in society. One of them is unemployment which continues to increase with a limited number of jobs. Data from the Central Bureau of Statistics states that the Open Unemployment Rate (TPT) in February 2015 was 5.81%, a decrease compared to the TPT in August 2014 (5.94%), and an increase compared to the TPT in February 2014 (5.70%).). In February 2015, the working population was still dominated by those with elementary education and below at 45.19%, while the working population with a bachelor's degree and above was only 8.29%.

From the data above, it can be seen that the level of the working population with undergraduate education is still low. Every year universities in Indonesia produce thousands of scholars. However, a bachelor's degree does not necessarily speed up or make getting a job easier. To get a job they have to compete with other job seekers. One thing to note is that job opportunities in Indonesia are still limited, so the number of job seekers and the available job opportunities are not balanced. The job opportunities currently available have not been able to overcome the problem of high unemployment in Indonesia. Economic growth elasticity of 1% is estimated to be able to absorb around 350 thousand to 400 thousand workers in 2016 which is oriented to field creation programs. employment in 2016, with an orientation on job creation programs (Djalil, 2015). Absorption of labor occurs in small, medium, and large businesses. However, it turns out that small businesses can absorb more labor, because small businesses do not have too much capital, and get a greater value than large businesses (Suharyadi, 2008).

Azwar in Adyana (2016) states that fostering the entrepreneurial spirit of students is believed to be an alternative to dampen the movement because scholars are expected to become educated young entrepreneurs who can start independent businesses because of the present and future business world. relying on knowledge and intellectual capital, so that it can become the nation competitive, the development of young entrepreneurs needs to be directed at educated young groups (intellectuals).

Entrepreneurship belongs to talented people, but anyone can develop an entrepreneurial spirit by developing positive thinking, courage, will, innovation, and more than just looking for business opportunities but opening up business opportunities, then entrepreneurship will be formed. Indonesia has abundant human resources, but it is not proportional to the number of jobs available. The lack of human resources capable of creating jobs is one of the main problems facing this nation. The government, business people, academics, and community leaders must unite to encourage the younger generation to become entrepreneurs and make entrepreneurship an alternative to what exists today.

Zimmerer (2002) states that one of the driving factors for the growth of entrepreneurship in a country lies in the role of the government through the provision of entrepreneurship education. The government is responsible for educating and providing entrepreneurial skills to the community and providing motivation to choose entrepreneurship as their

career. In this case, the ministry of cooperatives and small businesses (SMEs) as education providers, are also responsible for finding and encouraging people to have an interest in entrepreneurship. Various seminars with resource persons and testimonials of successful entrepreneurship have been held. The world is changing so fast that everyone, including society, is trying to think about the consequences of changing the world, including changes that bring positive and negative impacts. Changes in the world include changing people's mindsets about getting benefits for the family in realizing life in the family. To overcome this problem, society needs creativity and innovation to survive the pressure of needs that are getting heavier day by day. Families must be able to help solve family economic problems so that they do not have an impact on problems in the future. However, all efforts to help the family's economy need to be considered carefully and through careful consideration so that these efforts do not become a burden of problems that ultimately lead to unexpected losses.

The company in general can run well and together with family members who are very loyal to the company. However, in managing a family company, there are often obstacles, especially in terms of leadership changes. Often there is a conflict between the interests of the family and the interests of the company. Therefore, although a family company is simpler than a public company, in determining a company to be run by a family, it must be carried out through a clear and tangible process, namely by carrying out a Business Plan process that begins with conducting Feasibility Study.

2. METHOD

The Community Partnership Program Implementation Activities are divided into three stages, namely the preparation, implementation, and monitoring stages. The following are the details of the steps to be taken:

a. Preparation Stage

The stages of preparation carried out before the activity and conveyed to the partner group are:

Preparation of extension and training programs, extension programs, and training programs so that the activities carried out become more organized and directed. This program covers all matters of a technical, managerial, and scheduling nature (schedule). a. Preparation of training modules; Management modules include: Technical assistance, handling, and exploration. b. Preparation of training facilities and infrastructure. This preparation includes the provision of training and counseling facilities and infrastructure. c. Field coordination. Field Coordination, d. Socialization of program implementation to the community is carried out at the activity location, namely following the agreed field. This socialization activity will be carried out 2 times so that there is an understanding and common perception about the purpose of this application. The first socialization is non-formal with the Head of the Lurah.

b. Implementation Phase

1) Entrepreneurship Socialization The second socialization aims to explain in more detail the goals and benefits of entrepreneurship as well as explain the training material (opening a mindset). This socialization was facilitated by the distribution of training modules. 2) Business Project Opening Training. This training is a follow-up to the socialization activities that have been carried out. This training is through direct practice methods in the field. Friends who have been given the existing theory in the module then directly carry out entrepreneurial practices. This activity will be guided by instructors who have carried out the training. It is hoped that this training can be carried out comprehensively and continuously to ensure that the community really understands and masters the training independently and that this group is the parent/core group that will then carry out regeneration in their respective regions.

c. Evaluation Stage

Monitoring and Evaluation Phase. Monitoring is carried out intensively by the implementing team for each activity to ensure that the implementation of activities can go according to plan. Evaluation is done by monitoring so that if there is a problem it is immediately resolved. Evaluation is carried out at each stage of the activity, while the evaluation design is about how and when the evaluation will be carried out, the criteria, objective indicators, and benchmarks used to declare the success of the activities carried out.

3. RESULTS AND DISCUSSION

Results

This community service will be carried out: With a service time of 4 weeks. The output targets to be achieved in this community service are as follows:

- a. The target of this community service is the people of South Meruya Village who do not have permanent jobs or housewives who have the time and thoughts to develop businesses to help and alleviate family needs. The reason for choosing people who do not have permanent jobs or are housewives is because they are the target of people who do not find jobs and do not have the education to enter the job vacancies required by the company.

- b. From various levels of awareness and employment, this community service is based on an understanding of the applicable law in Indonesia, namely the Law of the Republic of Indonesia Number 14 of 1969 concerning the Basic Provisions of Employment, in Chapter 3 concerning Skills Development and Vocational Education so that every Indonesian can work or develop skills in starting a family business.

The results of our monitoring for one week showed that the participants showed a great desire and willingness to cultivate the entrepreneurial spirit of ornamental plants. This is evidenced by the smooth discussion between trainers and participants during the training. This is also evidenced by the results of the first evaluation one week after the training, namely the addition of one leaf of the caisim plant planted in ornamental plant cultivation.

Discussion

In overcoming problems that occur in partner communities as described previously, the Community Partnership Program offers several approach methods that can assist in solving existing problems, namely by conducting counseling and guidance methods for training participants, so that in South Meruya, West Jakarta.

As stated by participants who were previously familiar with ornamental plant cultivation with this training, they became more knowledgeable, more understanding, and interested in doing it themselves at home, because it is very useful for pesticide-free cleaning needs. household vegetables. Most of them have received training in ornamental plant cultivation but have not completed their cultivation due to a lack of knowledge and understanding of ornamental plant cultivation. However, with this training the participants became clearer, starting from making planting containers from cans, using aqua, making media, how to plant, and caring for them.

Conclusion

The conclusions of this KKN are as follows:

Can increase the added value of participants' skills in vegetable cultivation in ornamental plant cultivation, Can increase the value of society, especially environmental health and family health.

Suggestion

It is necessary to hold further training on ornamental plant cultivation on a medium scale so that it can increase the ornamental plant cultivation business. It is necessary to cooperate with private parties who are interested in the cultivation of ornamental plants, such as restaurants that require clean and healthy vegetables.



Figure 1. Activities Documentation (1)



Figure 2. Activities Documentation (2)



Figure 3. Activities Documentation (3)

REFERENCES

Arijanto, A., Permana, D., Perkasa, D., Soelton, M. (2018). *Perilaku Organisasi*. Penerbit Halaman Moeka. Jakarta. Edisi 1.

Arief, H., Soelton, M., Saratian, E., Tafiprios, T., Puspaningrum, A., & Mugiono, M. (2021). Implementation of Entrepreneurship Education Online-Learning Program to Create Farmer Entrepreneurs Through Urban Farming. *ICCD*, 3(1), 102-106.

- Anggraeni, B. & Harnanik. (2015). Pengaruh Pengetahuan Kewirausahaan dan Lingkungan Keluarga Terhadap Minat Berwirausaha Siswa Kelas XI SMK Islam Nusantara Comal Kabupaten Pemalang. *Jurnal Pendidikan Ekonomi Dinamika Pendidikan*, X(1), 42-52.
- Bateman, Thomas S., Snell, Scott A. & Konopaske, Rob. (2017). *Management: Leading & Collaborating in a Competitive World*. Twelfth Edition. McGraw-Hill Education. New York.
- Dewan Syariah Nasional, Majelis Ulama Indonesia. 2016. Fatwa No.108 tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah.
- Falikhatun, Anis Wijayanto, dan Sri Hanggana. (2017). Peningkatan Kinerja Keuangan Badan Usaha Milik Desa (Bumdes) Dengan Mengembangkan Wisata Desa Berbasis Syariah.
- Griffin. Ricky W. & Ebert. Ronald J. (2006). *Business*. Eighth Edition. Prentice Hall. New Jersey.
- Kasmir. (2016). *Kewirausahaan*. Edisi Revisi. Raja Grafindo Persada. Jakarta.
- Karia, N., & Asaari, M. H. A. H. (2016). Halal business and sustainability: strategies resources and capabilities of halal third-party logistics (3PLs). *Progress in Industrial Ecology, an International Journal*, 10(2-3), 286-300.
- Laporan Penelitian PNBPN UNS. Ikatan Akuntan Indonesia. 2010. Standar Akuntansi Keuangan Entitas Tanpa Akuntabilitas Publik (SAK ETAP), Penerbit: IAI, Jakarta.
- Ramli, Y., Asih, D., Soelton, M. (2020). Green Marketing That Influence Customer Purchase Decision Based On Their Behavior And Attitude. *Jurnal Doktor Manajemen (JDM)*, 3(1), 14-27.
- Robbins, Stephen P. & Coulter, Mary. (2014). *Management*. Twelfth Edition. Pearson Education Limited. England.
- Ramli, Y., Harwani, Y., Soelton, M., Hariani, S., Usman, F., Rohman, F. (2021). The Implication of Trust that Influences Customers' Intention to Use Mobile Banking. *Journal of Asian Finance, Economics, and Business*, 8(1), 353-361.
- Ramli, Y., Permana, D., Soelton, M., Hariani, S., Yanuar, T. (2020). The Implication of Green Marketing that Influences the Customer Awareness towards their Purchase Decision. *MIX Jurnal Ilmiah Manajemen*, 10(3).
- Uno, S.S., Supratikno, H., Ugut, G.S.S., Bernarto, I., Antonio, F. and Hasbullah, Y. (2020). The effects of entrepreneurial values and entrepreneurial orientation, with environmental dynamism and resource availability as moderating variables, on the financial performance and its impacts on firms' future intention: Empirical pieces of evidence from Indonesian state-owned enterprises. *Management Science Letters*, 10(15), 3693-3700.
- Schermerhorn Jr., John R. & Bachrach, Daniel G. (2015). *Introduction to Management*. Thirteenth Edition. John Wiley & Sons. Singapore.
- Schaltegger, S., & Wagner, M. (Eds.). (2017). *Managing the business case for sustainability: The integration of social, environmental and economic performance*. Routledge.
- Soelton, M., Ramli, Y., Wahyono, T., Saratian, E.T.P., Oktaviar, C., Mujadid, M. (2021). The Impact of Impulse Buying on Retail Markets in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(3), 0575-0584.
- Soelton, M., Rohman, F., Asih, D., Saratian, E.T.P., Wiguna, S.B. (2020). Green Marketing that effect the Buying Intention Healthcare Products. *European Journal of Business and Management*, 12(15).
- Sudaryono. (2015). *Studi Kelayakan Bisnis: Teori, Analisa, dan Teknik Penyusunan Proposal*. Lentera Ilmu Cendekia. Jakarta.
- Suharyadi, Nugroho, A., Purwanto, S.K., Faturhman, M. (2011). *Kewirausahaan: Membangun Usaha Sukses Sejak Usia Muda*. Universitas Mercu Buana, Salemba Empat, Jakarta.
- Zamani-Farahani, H., & Henderson, J. C. (2010). Islamic tourism and managing tourism development in Islamic societies: The cases of Iran and Saudi Arabia. *The International Journal of Tourism Research*, 12(1), 79.
- Widagdyo, Kurniawan Gilang. (2015). Analisis Pasar Pariwisata Halal di Indonesia. *The Journal of Tauhidinomics*, 1(1), 73-80.
- Wulandari, Resti P. Wagimin, Ign. & Susilowati, Tutik. (2013). *Pengaruh Pembelajaran Kewirausahaan dan Lingkungan Keluarga Terhadap Minat Berwirausaha*. Universitas Sebelas Maret, Surakarta.