

## SIGNIFICANT AND SUBSTANTIAL OPPORTUNITY IN FAMILY ENTREPRENEURSHIP

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### ABSTRACT

The Indonesian economy has recently experienced an unstable situation, this is indicated by the various upheavals that occurred in society. One of them is the increasing number of members with limited job opportunities. Data from the Central Statistics Agency states that the Open Unemployment Rate (TPT) in February 2015 was 5.81%, down from 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 school education and below at 45.19%, while the working population with undergraduate education and above was only 8.29%. One solution to 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. Meanwhile in Indonesia, such families have started to emerge and this can be seen in franchises such as fast food franchises, retail store franchises 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 will improve the welfare of the community.

**Keywords:** family economy, family entrepreneurship, entrepreneurial motivation, social support

### 1. BACKGROUND

The Ministry of Cooperatives and Small and Medium Enterprises (SMEs) as the education provider is 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 changes in human mindset about getting benefits for the family in supporting survival 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 experience 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 cause unexpected losses.

Family economic 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 both government and private companies. The development of family entrepreneurship can also support economic growth in countries such as the United States where 90 percent of the 15 million companies are family companies and have contributed to 40% of the United States GNP, while in Indonesia family entrepreneurship has begun to emerge and this can be seen from various franchise business. such as fast food franchise businesses, retail store franchises service businesses, and so on.

Family companies differ from public companies because of share ownership and company size, companies are owned by several shareholders who are family members while public companies are owned by several shareholders who are not related to the family. Family companies are generally led, managed, and controlled by family members so that they bring high profits compared to other businesses because of greater trust to increase flexibility. However, family companies also need clear management and clear division of responsibilities so that things don't happen that can be detrimental.

The inclusion of sustainability into entrepreneurial activity keeps it in the entrepreneurial literature, ensuring that it remains an additional rather than an integrative aspect of entrepreneurship. Much corporate sustainability research focuses on the economic and environmental dimensions of sustainability. One of the studies that explores sustainability issues holistically is P Jones, V Ratten Klapper (2019). They examine how the day-to-day practices of small and micro businesses simultaneously achieve multiple dimensions of sustainability. They create a connection model for microenterprise entrepreneurship and value creation with the economic, social and environmental aspects of sustainable development.

Schumpeter's theory that capitalism develops entrepreneurship as a driving force has recently attracted more attention (Aghion and Akcigit, 2015). Schumpeter's model presents entrepreneurship and enterprise as the center of economic growth. Entrepreneurship in a managed economy has a negative impact on economic growth but the entrepreneurial economy is the main driver of growth (Armington, 2004). The failure of a firm in a managed economy is perceived as negative and is seen as a waste of social capital. On the other hand, failures in the entrepreneurial economy are considered to be the result of experimental activities and social learning.

There must be entrepreneurial innovators to drive innovation, and this is key. For this reason, it is necessary to conduct research on entrepreneurship that is more academic and political in nature. Innovation in transition is inherently dangerous and has to do with failure. Therefore, it is not essential to support a successful project, but rather to pursue experimental innovation (Kim, 2018).

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. Businesses go through several processes, including 1 doing a SWOT Analysis, 2 Define Vision and Mission, 3 Aspects of Business Finance, 4 Market and Marketing Aspects, 5 Legal and Economic Aspects, 6 Aspects of Company Management, 7 Aspects of Business Ethics, 8 Aspects of Human Resource Management Indonesia, like other developed countries, is one of the many countries that have economic problems. Therefore, the people of Indonesia are still experiencing difficulties in being able to live a prosperous and prosperous life. Indonesia's current economic problems consist of the following problems:

- a. Inflation, this issue is the most important issue for the Indonesian state and its people, because this issue seems endless to discuss. Underlying in many ways is a lack of education and expertise in Indonesian society and underpinned by a lack of available job opportunities.
- b. Poverty, The problem of poverty caused by the poverty level of the Indonesian people in recent years is caused by many things, including lack of education, and lack of government attention.
- c. Education, There are still many people in Indonesia who still cannot get an education because the cost of education is quite expensive so people do not have the intellectual ability to get a job. The lack of education causes the movement to be higher.
- d. Low Welfare, Low welfare is caused by an imbalance between income levels and needs. This can be caused by the low availability of job opportunities, and with a population that continues to grow, this number will increase.

## 2. METHOD

### Action Plan

In this activity, this activity is carried out by compiling a training counseling program, compiling training modules, preparing training facilities and infrastructure, as well as providing assistance and implementation so that participants are expected to be able to find, analyze and solve problems that may arise. arising from the implementation of the training program.

### Target Audience

The target of this bold learning system is the community in Srengseng Village. Types of Outcomes according to the Action Plan. Through the delivery of materials on the use of horticultural products, the participants are expected to foster an entrepreneurial spirit in selling ornamental plants by selling ornamental plants.

### Activity Evaluation Mechanism

Activities will be evaluated through pre and post-tests. Activity evaluation questionnaire related to the implementation of socialization activities.

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. CONCLUSIONS**

**Conclusion**

The conclusions of this KKN are as follows: Participants stated that previously they were familiar with ornamental plant cultivation and became more knowledgeable more understanding, and interested in doing it themselves at home because it is very useful for the need for clean, pesticide-free vegetables in their environment. household environment.

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, and how to plant and care for them. Can increase the value of society, especially environmental health and family health.

**Recommendations**

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.

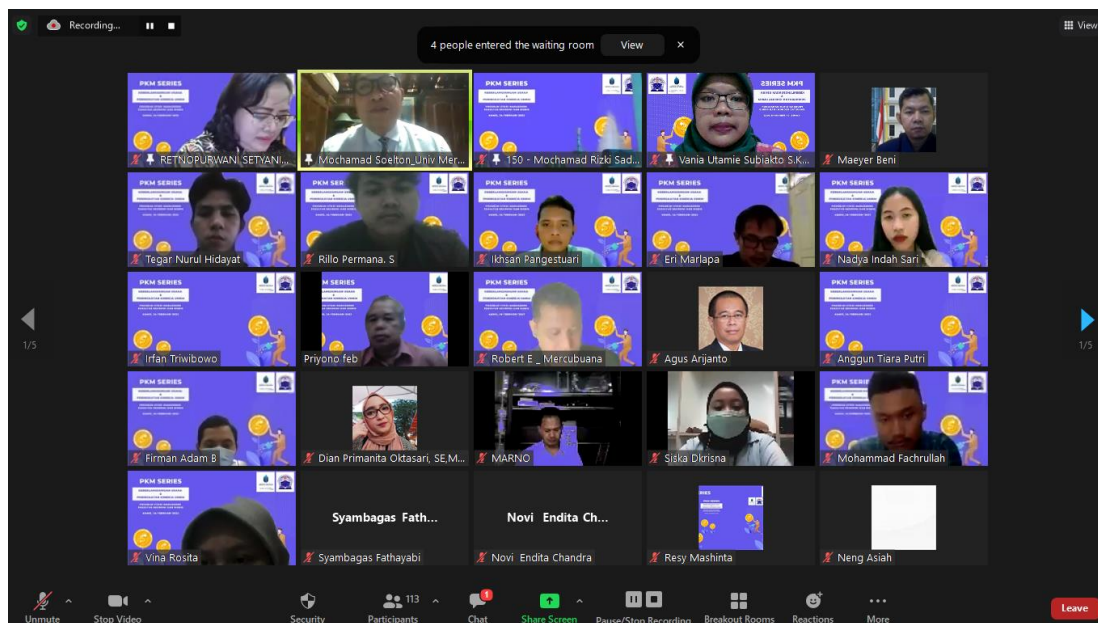


Figure 1. Activities Documentation (1)

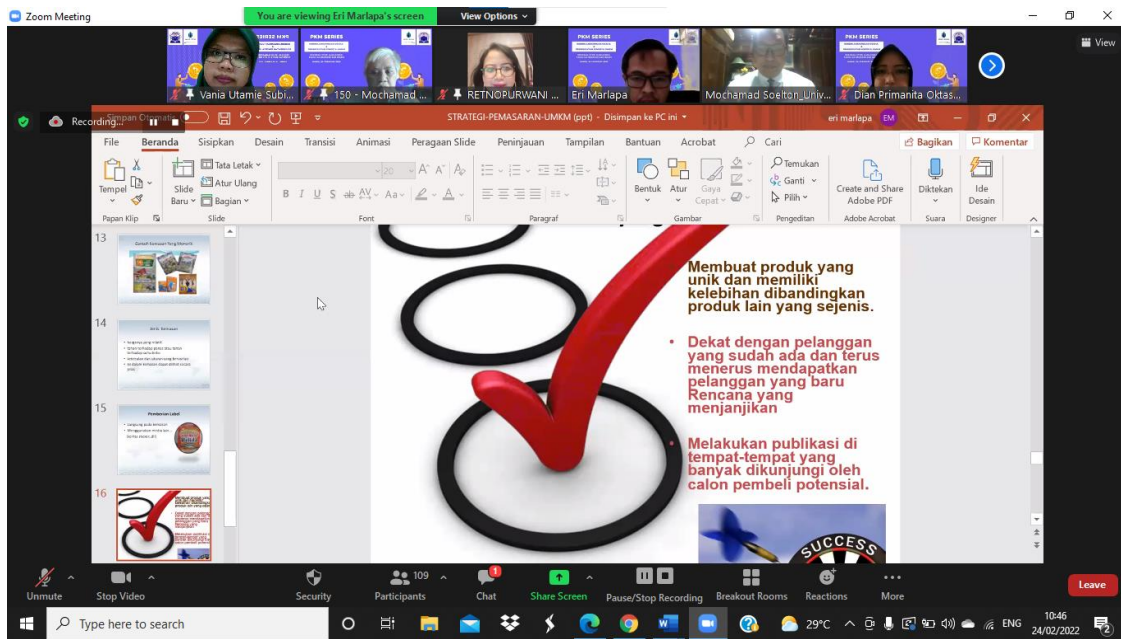


Figure 2. Activities Documentation (2)



Figure 3. Activities Documentation (3)

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