

INCREASING FAMILY ENTREPRENEURSHIP OPPORTUNITIES

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ABSTRACT

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, families like this have started to emerge and this can be seen in franchise businesses such as fast food franchises, retail store franchise service businesses, and so on. With the above problems, the service team carried out business counseling activities to create family entrepreneurship. By understanding business planning in developing family entrepreneurship, it will improve community welfare. Carrying out community service activities in a post-pandemic period like this is very challenging for our implementation team. We also adapt the form of activity to the needs and desires of the thirst for information regarding the preparation of post-pandemic business plans which of course see changes in business activities, by preparing business plans based on green management which is currently becoming a trend. between business actors in a deliberate and planned manner to improve the performance and sustainability of MSME businesses. It is hoped that this socialization will provide convenience for MSMEs, especially those in Marunda Flats, Marunda Village, Cilincing District, North Jakarta. able to make its business competitive and sustainable.

Keywords: Green Economy, Family Entrepreneurship, Entrepreneurial Motivation, Social Support

1. INTRODUCTION

Development of Micro, Small, and Medium Enterprises (MSMEs) must be carried out. One important factor in doing business development is to do good and directed business planning. One of the factors causing MSMEs to develop is the lack of a well-planned business plan. Having a sustainable business is certainly the dream of every business person. The reason is, that there are currently many risks that can threaten business continuity. Whether it's due to climate change factors to socioeconomic conditions. However, not infrequently businesses do not last long due to internal factors or from within the business itself. Currently, not many are aware of the benefits of sustainable business, both for companies and human survival. Fortunately, the idea of sustainable business is increasingly being applied by companies in Indonesia. Although the figure is still at 40%, the upward trend is still there. This idea also aroused a glimmer of hope. With more and more companies implementing sustainable business concepts, the future of the earth and people will be more secure. According to Cronin et al in (Vizano et al., 2022; Saratian et al., 2022; Asih et al., 2022; Yuliantini et al., 2021; Suhiarto and Dewi 2016), one of the concepts related to efforts to save the environment is the environmentally friendly concept where the environmentally friendly concept is widely applied as a business strategy, both in the fields of production, marketing, human resources, and other fields.

With increasing environmental challenges, particularly regarding the impacts of climate change and overuse of natural resources, governments, decision-makers, economic actors, and civil society organizations are turning their attention to green growth strategies and win-win solutions for climate action and sustainability. The World Bank defines green growth as economic growth that is environmentally sustainable and that aims to operationalize sustainable development by enabling developing countries to achieve growth, without locking themselves into unsustainable patterns. Green growth should be seen as inclusive available and possible for all countries (Arief et al., 2021; Ramli et al., 2022; Soelton et al., 2021; Wibowo, 2022)

Based on the analysis of the situation and interviews with several MSME actors in Marunda Flat, Marunda Village, Cilincing District, North Jakarta, several problems can be formulated. These problems include poorly planned business planning that improves the performance and sustainability of MSME businesses. Efforts be able to improve the performance and sustainability of the business by preparing a business planning plan for business continuity based on "Green Management"

Community Partnership Program activities aimed at MSME actors Marunda Flat, Marunda Village, Cilincing District, North Jakarta. aims as follows: Can provide socialization on how to Compile and plan business planning For business continuity based on "Green Management, Provide knowledge about the importance of maintaining the sustainability of the earth's environment, Motivate managerial skills, innovation, and entrepreneurship (Ramli et al., 2021; Soelton et al., 2020; Astini et al., 2022; Wahyono et al., 2022).

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 a clear division of responsibilities so that things don't happen that can be detrimental.

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 do 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.

2. METHOD

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. The target of this bold learning system is the community in Marunda 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. 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) with stages: 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

The implementation phase is as follows: a) 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. b) 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 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

Participants who attend this Community Service receive a form of training in the form of providing theory and business planning material by selling homemade, environmentally friendly products.

Providing theory and material, including explaining how to prepare a business plan. By making a good business plan, participants will have problems creating obstacles in increasing their business, hopefully, they can find a solution. Provide theory and material about a good relationship between business development plans and maintaining the environment well by providing exposure to business management based on "Green Management". Based on the explanation of the Community Partnership Program (PKM) implementing team in resolving the problems that occurred at the Marunda Flats MSMEs, Marunda Village, Cilincing District, North Jakarta, it can be seen that they were very enthusiastic and participated in taking part in the training. The contributions that partner groups will make in supporting this activity are: 1. There is good cooperation between the Marunda Flats MSMEs, Marunda Village, Cilincing District, North Jakarta, and the activity implementation team. 2. UMKM Marunda Flats, Marunda Village, Cilincing District, North Jakarta Very interested in and appreciate this activity. 3. High motivation from Marunda Flats MSMEs, Marunda Village, Cilincing District, North Jakarta as training participants.

Discussion

The main problem is caused by members of MSME actors in Marunda Flats, Marunda Village, Cilincing District, North Jakarta, who do not yet understand how to plan well so creative ideas to improve business sometimes cannot be realized properly. The second is about the business risks they face so that can be minimized and the third is the lack of understanding by MSME players about global phenomena which makes many people more concerned about environmental sustainability so that they can excel in market competition, so it is necessary to understand business management with Green Management. From their problems, the first problem can be overcome using business planning, all ideas and creativity can be put into business planning and analyzed according to the resources owned and also analyzed whether they are by market desires. The second problem can be overcome with a well-made business plan so we can get an idea of what business risks will be faced so that we can carry out analysis and be able to create strategies for handling business risks that will be faced in the future and the third can be overcome by understanding of business management, implementing it with Green Management.





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4. 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.

AND RECOMMENDATIONS

Saran dari pelaksanaan pengabdian masyarakat ini adalah: Pemilihan materi program pengabdian sebaiknya berhubungan dengan erat tema penelitian sehingga ada benang merah yang menghubungkan keduanya yaitu berupa keilmuan khusus. Pelatihan sebaiknya diselenggarakan berkelanjutan, atau minimal 2x dalam setahun agar penyampaian materi tidak hanya dasar-dasarnya saja. Program sosialisasi ini akan terus kita gencarkan untuk meningkatkan kesadaran dan pemahaman tentang penyusunan perencanaan bisnis para anggota UMKM di Rusun Marunda Kelurahan Marunda Kecamatan Cilincing Jakarta Utara.

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