

## **BUSINESS PLAN COUNSELING IN CREATING MICRO-ENTREPRENEURSHIP AT KEMANGGISAN-JAKARTA**

**Mochamad SOELTON<sup>1\*</sup>, Dudi PERMANA<sup>2</sup>, Yanto RAMLI<sup>3</sup>, Ali HANAFIAH<sup>4</sup>, Subur KARYATUN<sup>5</sup>, Tara Farina SRIHADI<sup>6</sup>, Asep RISMAN<sup>7</sup>**  
<sup>1,2,3,4,7</sup>*Universitas Mercu Buana- Indonesia*  
<sup>5</sup>*Universitas Nasional - Indonesia*  
<sup>6</sup>*Universitas Bina Nusantara- Indonesia*  
<sup>\*</sup>*soelton@mercubuana.ac.id*

### **ABSTRACT**

*One of the challenges in running a micro business falls into the Activities category of livelihood, which is related to the soul and mind of the entrepreneur himself. Lack of motivation and low entrepreneurial spirit can be a barrier for MSME players to do business in total. MSME economic problems can be overcome by carrying out various MSME-based entrepreneurial activities. MSME-based entrepreneurship can be developed to reduce dependence on job vacancies from both government-owned and private companies. Therefore, although MSMEs are simpler than general companies, determining a company that MSMEs will run must still be done through a clear and concrete process, namely by carrying out the Business Plan process. This community service is expected to provide an understanding of MSME entrepreneurship so that local people can directly conduct experiments before determining a business they want to develop. An understanding of Business Planning in developing MSME entrepreneurship can prevent disagreements and conflicts in the company so that it can ultimately reduce unemployment and improve community welfare. MSME companies can generally run well and be strengthened by MSME members who are very loyal and highly dedicated to MSME-owned companies. However, there are often problems in managing MSME companies, especially regarding leadership changes. There are also frequent clashes between the interests of MSMEs and the interests of companies.*

**Keywords:** *MSME-based entrepreneurial, Potential Economics, Family Motivation, Kemanggisan Village*

### **1. INTRODUCTION**

New entrepreneurs are usually prone to difficulties in setting boundaries. The line between starting work and personal life becomes blurred because no specific working hours exist. Especially if starting a business activity is part of a hobby. Hence, it is fun to do it; setting boundaries can become even more unclear, which is the beginning of mental readiness, which is sometimes very vulnerable to happening. One of the challenges in running a micro business falls into the “Activities” category livelihood” and “Micro Business”, and this is related to the spirit and mind of the entrepreneur himself. Lack of motivation and low entrepreneurial spirit can be a barrier for MSME actors to do business in total). These conditions must be reduced or eliminated by providing/motivating MSME actors to have strong motivation and a significant entrepreneurial spirit. The motivation for MSME players is also a deep form of providing enthusiasm/motivation and various solutions so that MSME players can survive and thrive in difficult times (Asih et al., 2023; Vizano et al., 2022). Mentally strong people have a strong sense of ethics and personal responsibility (Soelton et al., 2022). The Indonesian economy has recently experienced an unstable situation, marked by various turmoil 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%, decreased compared to the TPT in August 2014 (5.94%), and increased 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%.

From the data above, the level of the working undergraduate-educated population is still low. Every year, universities in Indonesia print thousands of scholars. However, a college degree does not necessarily speed up or make it easier to get a job. To get a job, they have to compete with other job seekers. One thing to note is that employment in Indonesia is still limited, so the number of job seekers and available jobs needs to be balanced. The available jobs today have yet to be able to overcome the problem of high unemployment in Indonesia. It is estimated that the 1% economic growth elasticity can absorb around 350 thousand to 400 thousand workers in 2016, oriented towards job creation programs (Djalil, 2015). Employment occurs in small, medium, and large businesses. However, it turns out that small businesses can absorb more labor because, in small businesses, there is little capital, and they obtain greater efficient value than large businesses (Suharyadi, 2008).

Azwar in Adyana (2016) stated that fostering the entrepreneurial spirit of students is believed to be an alternative to reduce unemployment because scholars are expected to become educated young entrepreneurs who can start their businesses because the current and future business world relies more on knowledge and intellectual capital, so to become the nation's competitiveness, the development of young entrepreneurs needs to be directed at educated young groups (intellectuals)

Entrepreneurship does not belong to talented people; anyone can develop an entrepreneurial spirit by developing a positive way of thinking, courage, will, innovation, and more than just looking for business opportunities but opening business opportunities, then the entrepreneurial spirit will be formed. Indonesia has abundant human resources, but it is not proportional to the number of jobs available. The lack of human resources that can create jobs is a serious problem this nation faces. The government, business people, academics, and community leaders must unite to encourage the younger generation to become entrepreneurs and make entrepreneurship one of the work options other than what already exists today.

Asih et al. (2023) stated that one of the factors driving entrepreneurial growth in a country lies in the role of the government through the implementation of entrepreneurship education. The government is responsible for educating and providing entrepreneurial skills to the community and providing motivation to dare to choose entrepreneurship as their career. In this case, the Ministry of Cooperatives and Small and Medium Enterprises (SMEs), as education providers, are responsible for striving and encouraging the community to be interested in entrepreneurship. Various seminars with speakers and testimonials of success in entrepreneurship have been held. World changes that are so fast cause everyone, including society, to try to think about the consequences of changing the world, including changes that bring positive and negative impacts. World changes include changes in human mindset about getting benefits for MSMEs in supporting the sustainability of life in MSMEs. To overcome this problem, people need creativity and innovation to survive the pressure of increasingly heavy needs. MSMEs must be able to help solve MSME economic problems so as not to impact problems in the future. However, all efforts to help the MSME economy must be observed and carefully considered so that these efforts avoid becoming a burden of problems that otherwise cause unexpected losses.

MSME economic problems can be overcome by carrying out various MSME-based entrepreneurial activities. MSME-based entrepreneurship can be developed to reduce dependence on job vacancies from both government-owned and private companies. The development of MSME entrepreneurship can also support economic growth in countries such as the United States, where 90 percent of its 15 million companies are MSME companies and have contributed 40% of the United States' GNP, while in Indonesia, MSME entrepreneurship has begun to emerge, and this can be seen from various franchise businesses such as ready-to-eat food business franchises, retail store franchises to service businesses and so on.

MSME companies differ from public companies because of their share ownership and size; MSME companies are owned by several shareholders who are members of MSMEs, while public companies are owned by several shareholders who do not have MSME relationships. MSME companies are generally led, managed, and controlled by MSME members so that they bring high benefits compared to other businesses because of greater trust to increase flexibility. However, MSME companies also need clear management and a clear division of responsibilities so that misunderstandings do not occur that can cause destruction.

MSME companies can generally run well and be strengthened by MSME members who are very loyal and highly dedicated to MSME-owned companies. However, there are often problems in managing MSME companies, especially regarding leadership changes. There are also frequent clashes between the interests of MSMEs and the interests of companies. Therefore, although MSME companies are simpler than general companies, determining a company to be run by MSMEs must still be done through a clear and concrete process, namely by carrying out a Business Plan process, which begins with conducting a Business Feasibility Study through several processes, including:

- 1 Determining Vision and Mission
- 2 Conducting a SWOT Analysis
- 3 Financial Aspects of Business
- 4 Market and Marketing Aspects
- 5 Legal and Economic Aspects
- 6 Company Management Aspects
- 7 Aspects of Business Ethics
- 8 Aspects of Human Resource Management

**Partner Problems:** Indonesia, like other developed countries, is one of the many countries with economic problems. Therefore, Indonesian people still need help living a prosperous and prosperous life. The economic problems experienced by Indonesia at this time consist of several problems as follows:

1. Inflation: Inflation that occurs today has an impact on increasing the price of necessities and prices of other necessities.
2. Unemployment, the problem of unemployment, is the most important problem for the Indonesian state and its people because this problem seems to be inexhaustible in discussion. The basic thing in the number of unemployed is the lack of education and skills in Indonesian society, supported by the lack of available jobs.
3. Poverty: The problem of poverty is certainly caused by the unemployment rate; the poverty rate of the Indonesian people in recent years has increased due to the large number of unemployed, lack of education, and lack of government attention.
4. Education: There are still many people in Indonesia who need help to get an education because education costs are quite expensive, so people do not have the intellectual ability to get a job. The lack of education causes the unemployment rate to become very high.
5. Low welfare: Low welfare is due to the imbalance between income levels and needs. The low availability of employment can cause this, and the unemployment rate will increase with the population's growth.

## **2. METHOD**

In overcoming problems that occur in partner communities, as previously described, the Community Partnership Program offers several methods to help solve existing problems, namely by conducting counseling and training guidance participants. This event was held offline, interestingly and communicatively. The event starts at 9 AM until 1 PM. The number of participants was more than 70 people. This shows the participants' high interest in gaining knowledge about the Development of Product Innovation Expansion for MSME groups. With the method of delivering the material presented by the resource persons, participants can clearly understand the material because the material is delivered in a structured, well-systematic manner so that it is very easy to understand. From the results of the implementation of this training activity, it is to the expectations and needs of the participants. So, the majority of participants considered this event very good and satisfying.

Community Partnership Program Implementation activities are divided into three stages: preparation, implementation, and monitoring. Here are the details of each stage that will be carried out:

**Preparatory Stage:** The preparatory stage is carried out before the activity and delivered to the partner group.

- a. Preparation of extension and training work programs  
Preparation of counseling and training work programs so that the activities are more organized and focused. This program covers all technical, managerial, and scheduling matters (schedule).
- b. Preparation of training modules  
Management modules include Continuous mentoring, handling, and counseling techniques.
- c. Preparation of training facilities and infrastructure. This preparation includes the provision of facilities and infrastructure for training and counseling.
- d. Field coordination. Field coordination will be carried out by the Team Socialization of the application program for the community at the activity's location, namely according to the area to be agreed upon. This socialization activity will be carried out 2 (two) times so that there is an understanding and common perception of the purpose of this application activity. The first socialization is non-formal with the Head of the Village.

### **Implementation Phase**

- a. Socialization of entrepreneurship  
The second socialization aims to explain the goals and benefits of entrepreneurship in more detail and explain training material (opening a mindset). The distribution of training modules facilitates this socialization. This activity will be attended by the Head of Lurah, the Community Service Team of Mercu Buana University, and PKK groups who will take part in the program.
- b. Training on Opening a Business Project  
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. Partners given the theory in the module then immediately practice entrepreneurship. This activity will be guided by instructors trained to carry out training. This training is expected to be carried out comprehensively and continuously to ensure that partner communities really understand and master the training independently, and this group is the parent/core group, which will then conduct cadres in their respective regions.

### Evaluation Phase

Monitoring and Evaluation Phase. Monitoring is carried out intensively by the implementation team for each activity to ensure that the implementation of activities can run as planned. Evaluation is carried out in line with monitoring so that if there are obstacles, they will be resolved immediately. Evaluation is carried out at each stage of activities. In contrast, the evaluation design contains a description of how and when the evaluation will be carried out, criteria, indicators of goal achievement, and benchmarks used to certify the success of the activities carried out.

## 3. RESULTS AND DISCUSSION

### Results

The results of our monitoring for one week showed that participants showed a great desire and willingness to create entrepreneurship. This is evidenced by the smooth discussion between trainers and participants during training. In addition, the participants were very enthusiastic because they could make a business plan for making MSMEs.

### Discussion

Some participants stated that previously, they did not know how to design a business plan to create MSME entrepreneurship; with this training, the participants became more informed, more understanding, and interested in doing it themselves at home because it was very useful and could increase their income. Some participants have received training on business plans, but they are incomplete and not continued because of a lack of motivation and a strong desire to carry it out. However, with this training, the participants become more excited.

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**Dr. Erna Sofriana Imaningsih SE.,MSI**  
Universitas Mercu Buana

**Dr. Ririn Wulandari SE.,MM**  
Universitas Mercu Buana

**Dr. Tara Farina Srihadi, M.SC**  
Universitas BINUS

**Irmansyah, SE.,MM**  
Lurah Kemanggisan

**Dr. Ir. Robert MM.,MT**  
Universitas Mercu Buana

**Dr. M. Soelton S.Psi, MM, CHRMP**  
Universitas Mercu Buana

**Dr. Suprpto**  
Universitas Mercu Buana

**Dr. Anik Hermaningsih**  
Universitas Mercu Buana

**Dr. M. Rizky**  
Universitas Mercu Buana

**Dr. Syaifrizal Chan, SE, M.Si, DEA**  
Universitas Mercu Buana

**Dr. Shinta Rahmani, SE., M.Si**  
Universitas Mercu Buana

**Onggo Pramudito.A.md.Par.ST.MM.M.Par**  
Universitas Mercu Buana

**Luna Haningsih SE.,ME**  
Universitas Mercu Buana

**Kamis (Off Line)**  
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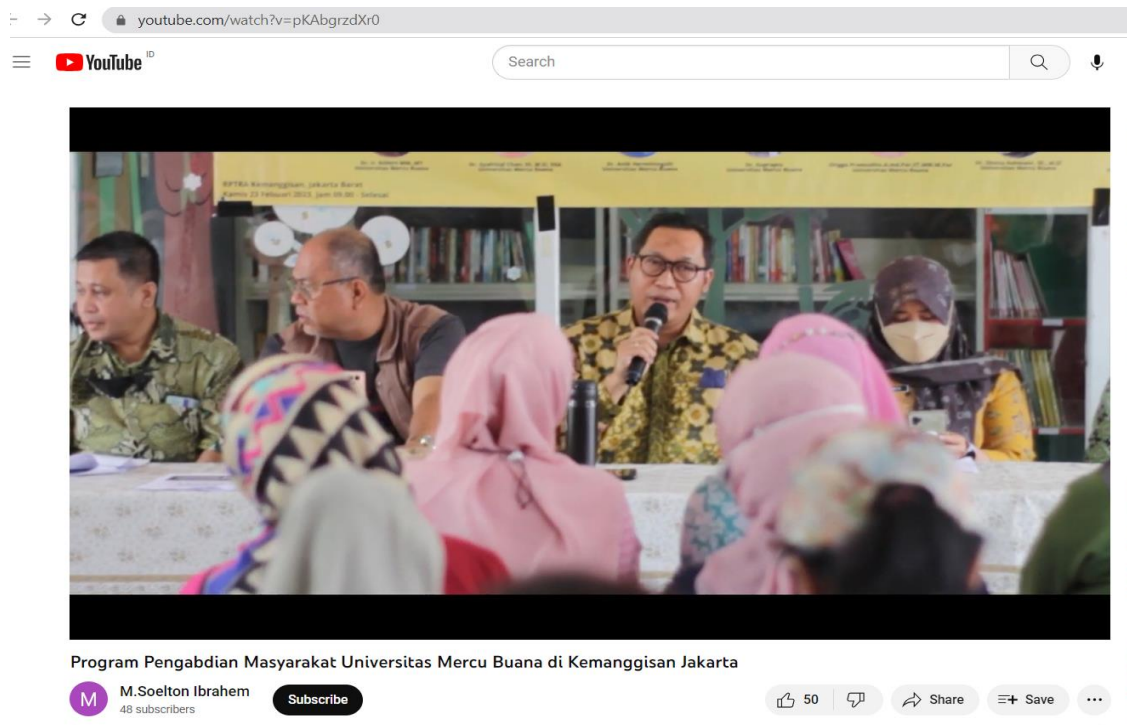
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#### Implementation Video Highlights

Link; <https://www.youtube.com/watch?v=pKAbgrzdXr0>



## 4. CONCLUSION AND RECOMMENDATION

### Conclusion

The conclusions of this Community Service Program are as follows: It can increase the added value of participants' skills in MSME entrepreneurial business planning. It can improve the improvement of community values, especially the skills and abilities of participants. Can make a positive contribution towards MSMEs by increasing the mentality,

motivation and enthusiasm of MSME players as well as providing understanding and skills to develop mental and mental strength managing emotions in running a business.

### Recommendation

Further training needs to be carried out on MSME entrepreneurial business planning on a medium scale so that it can improve MSME business in Kemanggisan Village. It needs cooperation with private companies or MSMEs that are interested in business planning so that they can become a forum to form MSMEs.

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