THE IMPLEMENTATION OF PUBLIC RELATIONS ENTREPRENEURSHIP TO SUPPORT SELF RELIANCE AWARENESS AMONG ADOLESCENTS AT SMAN 2 RANGKASBITUNG LEBAK

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ABSTRACT

The urgency of this community service program stems from the situation of adolescents in Rangkasbitung, Lebak Regency, who require strategic management, specifically, the cultivation of an independent mindset through the enhancement of an entrepreneurial spirit. There is a need for a public relations entrepreneurship workshop aligned with programs for managing public relations events and digital public relations. The program aims to build the understanding and capabilities of adolescent students in managing public relations, based entrepreneurial ventures and to foster a sense of independence in managing economically viable public relations business initiatives. The program was conducted at SMAN 2 Rangkasbitung, Lebak, Banten, in May 2026, which had attending 40 student members of the Student Council (OSIS) aged 15–18. The methodology employed included workshops, outreach sessions, and simulations of public relations entrepreneurship applications for Student Council members, involving event preparation and coordination with teachers and students. The process proceeded with the event opening, distribution of attendance sheets and workshop materials, the workshop itself, the implementation of appropriate technology simulations, monitoring of student simulations, and workshop evaluation. It concluded with the handover of appropriate technology tools from the community service team to the school principal and Student Council members. The results indicate that the Student Council members gained an understanding of, developed an interest in, and acquired the ability to apply appropriate technology for public relations entrepreneurship, especially for handling event, public relations writing, storytelling through using of social media activities. Evaluations by the Student Council members showed that, on average, over 67% believed the program enhanced their knowledge, provided insights into public relations entrepreneurship, and fostered an entrepreneurial ethos. They also recognized the utility of the applied technology for promotional activities and acknowledged the future value of AI applications for youth entrepreneurship.

Keywords: Public Relations Entrepreneurship, Self Reliance Awareness, SMAN 2 Rangkasbitung

1. INTRODUCTION

The partner situation analysis begins with a description of the 2023/2024 academic year. The number of public and private high school students in Rangkasbitung, Lebak Regency, was 4,454 students, while the total number of public and private high school students throughout Lebak Regency was 24,998 students. Meanwhile, in the 2024/2025 academic year, the number of public and private high school and vocational high school students in Rangkasbitung, Lebak Regency was 4,566 students, while the total number in Lebak Regency was 25,738 students. (Source: https://lebakkab.bps.go.id/, accessed on February 20, 2026) If you pay attention to information through the national mass media, Antara News Banten, it is stated that in general, around 117,000 business units are able to absorb tens of thousands of local workers for the entire Lebak Regency, especially those engaged in the micro, small and medium enterprise (MSME) industry. The Lebak Regency Government continues to make efforts to strengthen MSMEs in order to be able torevive the community's economy. (Source: https://banten.antaranews.com/berita/384268/pemkab-lebak-perkuat-umkm-guna-bangkitkan-ekonomi-masyarakat, accessed on June 30, 2026).

Considering the increase in student numbers over the past two academic years, the number of high school students has increased by 3%. This number needs to be managed comprehensively, particularly in Rangkasbitung City, so that high school students can engage in productive and beneficial activities to prepare them for graduation. The general situation of youth in Rangkasbitung City, particularly at SMAN 2 Rangkasbitung City, in the 2025/2026 academic year, requires an accelerated agenda to balance the need for student independence and the lack of optimal economic management of youth activities. Generally, youth in Rangkasbitung City, Lebak Regency, are interested in managing creative industries such as clothing, traditional Badui clothing, culinary snacks, coffee shops, and traditional crafts such as bamboo and metalwork. (Source: https://detiksuararakyat.id/dukung-industri-kreatif-sandang-bri-rangkasbitung-pacu-pertumbuhan-umkm-konveksi-di-kabupaten-lebak/?pgrelated=1155, accessed on April 2, 2026)

Youth in the Rangkasbitung region face different empowerment challenges compared to other regions, due to the characteristics of Lebak Regency, which falls within the 3T category, making it a focus for management in the areas of productivity, creativity, and entrepreneurship. Therefore, a special approach is needed, proposed by the community service team from the Communication Studies Study Program, Faculty of Communication Sciences, Mercu Buana University, Jakarta. This approach involves a Public Relations Entrepreneurship Workshop that can support students in becoming independent youth in the future, both socially and economically. We, the proposing team, are organizing a community service program in Rangkasbitung City, specifically for students at SMAN 2 Rangkasbitung City. This program, in the form of a Public Relations Entrepreneurship Workshop, aims to develop independent youth in the 2025/2026 academic year.

The upstream process involves involving students in public relations entrepreneurship workshops, specifically those emphasizing public relations entrepreneurship, including public relations event programs and digital public relations programs. Downstream, students can manage entrepreneurial public relations programs relevant to the needs of young people, enabling them to earn additional income and even become independent in their activities. At a macro level, this agenda can support the achievement of the main targets of the Golden Indonesia 2045 vision, including reducing poverty and inequality and increasing human resource competitiveness. In our opinion, the novelty of this community service theme lies in the relative relative lack of community service themes, particularly within the public relations entrepreneurship theme. These two aspects public relations and entrepreneurship—are opposed. Public relations is a management effort to build an organization's reputation through a long-term, strategic, ongoing, and research-based communication process. Entrepreneurship, on the other hand, is the entrepreneurial spirit that drives individuals to innovate and be creative to create added value for products and services developed by individuals, communities, institutions, or even the public. Therefore, the synergy of these two concepts creates a combination that can be a solution to societal and national problems, particularly in addressing the high unemployment rate, even among educated unemployed.

Priority issues include the ongoing involvement of youth in Rangkasbitung, Lebak, in unproductive activities, both within schools and in the general community. The non-productive partners involved are high school students, so the focus is on strengthening and improving information services from an educational perspective and enhancing human resource competencies. Priority issues include:

(1) Students' capacity to manage public relations events and digital public relations in a structured and clear manner is not yet optimal.
(2) There are still student activities that waste time in the form of argumnets between students, school dan unproductive student activities.
(3) The manegemnet of information about entrepreneurial programs that is in accordance with public relations aspects is not yet optimal.

The objectives of this community service program are (1) to develop the understanding and abilities of students at SMAN 2 Kota Rangkasbitung Lebak in managing public relations entrepreneurship. And the next objective is (2) to develop students' sense of independence in managing public relations entrepreneurship agendas.

2. METHOD

The method applied in this community service program, based about partners who are not economically productive, the solution that has been implemented is through the public relations entrepreneurship workshop

method, especially for young people in Rangkasbitung Lebak City, namely entrepreneurship in the field of Public Relations events and digital Public Relations. The following are public relations entrepreneurship workshop activities, which are stages in implementing community service, focusing on educational services, including:

1. Event preparation and coordination with teachers and students
2. Opening of the event by the PKM Team Leader, Principal, Guidance and Counseling Teacher, and Student Council Advisor
3. Distribution of Attendance and Workshop Materials
4. Workshop Implementation
5. Implementation of the Appropriate Innovation Technology Simulation
6. Monitoring of the Student Simulation Implementation
7. Workshop Evaluation
8. Handover of Appropriate Technology from the PKM Team to the Principal and Student Council Administrators, and signing of the BAST
9. Closing of the event

Partner participation in this community service program focused on youth at SMAN 2 Rangkasbitung City in a workshop and simulations on managing event public relations and digital public relations entrepreneurship. During the workshop, youth participated in and attended the workshop, which featured speakers from the proposing team and the partner leader. Evaluation and sustainability of the program focused on the level of understanding, participation, and usefulness of partners in managing educational and economic public relations entrepreneurship. Sustainability focused on the process of managing event public relations and digital public relations at school, and even during community activities. Evaluation was conducted after the workshop, and monitoring was conducted after the program was fully implemented.

Therefore, considering the aforementioned issues, a Public Relations Entrepreneurship Workshop for Youth Students at SMAN 2 Rangkasbitung City, Lebak, Banten Province, was implemented as a solution. In terms of targeted economic and social outputs, interventions were needed to develop youth capacity to foster interest in managing public relations entrepreneurship. Meanwhile, from a social perspective, there is a need to improve public relations entrepreneurship management skills, including the number of followers on social media, the number of accounts followed on social media, and the amount of time spent on social media (via mobile phone). The solution format offered through this program refers to the following public relations entrepreneurship mapping.



Figure 1. Mapping Konsep Public Relations Entrepreneurship
Source: processed from various sources (Irmulansati, 2026)

Therefore, in our opinion, public relations entrepreneurship refers to two aspects: (1) how public relations maintains the spirit and motivation to continuously develop and improve its competencies, and (2) how public relations can manage four aspects/parts of public relations activities that can be developed and have economic value (added value) beyond its core activities within the organization, which include:

1. Event Public Relations: for-profit events and non-profit events
2. Digital Public Relations: websites, social media, mass media (printed and conventional)
3. Public Relations Speaking & Storytelling
4. Public Relations Writing

The following reviews research findings and community service programs relevant to public relations

and entrepreneurship studies. One study (Padmi & Sutarini, 2024) shows that public relations strategies are effective in increasing community participation by combining marketing communication activities through social media (YouTube, WhatsApp, Facebook, Instagram), word of mouth (WOM), and promotional mixes. A sound PR strategyand the use of promotional mix elements have helped LKP Berlian achieve its goals, increase program awareness, and support the sustainability and growth of the institution, particularly in its entrepreneurship training program.

In our opinion, the public relations aspect of this research can be considered a marketing public relations activity. Therefore, it is not a purely public relations communication activity, but rather an integrated promotional and marketing aspect. Furthermore, a review by Romadhan et al. (2024), their team's research on the Implementation of Digital Public Relations in Building the "Styleeves" Brand Image, shows that Styleeves' digital public relations implementation utilizes a website, social media, email, e-newsletters, and e-commerce. It also employs ingratiation (pleasing others) and self-promotion strategies. In our opinion, this public relations strategy combines marketing activities, digital public relations activities, and impression management. Therefore, the public relations management process is based on digitalization, optimizing social media.

Furthermore, quoting from (RISDAWATI & TOMOHARDJO, 2024), which reviews Communication Strategies in Character Building of Yadika Vocational School Students in Banten Province. The results explain that the communication strategy in character building carried out by Yadika Vocational School in Banten Province includes socializing the character-building program for students and parents of students. Furthermore, the school organizes habituation activities that are carried out every day, such as 5S (smile, greeting, greeting, politeness), the active participation of teachers as good communicators in the formation of student character, creating a healthy school culture, as well as carrying out spiritual activities, carrying out habituation of religious activities in the morning before learning activities begin, and finally, running character education programs in a sustainable and timely manner. So it can be studied that the communication strategy implemented by Yadika Vocational School in Banten Province, focuses on persuasive communication strategies, by involving the audience in all organizational communication activities at school.

In our opinion, the relevance of this community service program is that schools, as educational institutions, also require a communication strategy capable of persuading their audiences and encouraging their students to engage in positive activities. Therefore, the concept of public relations entrepreneurship is a relevant way to encourage students to improve their competencies and engage in productive activities, both while they are in school and after they graduate. This program aligns with the current societal situation, in 2026, where young people are experiencing difficulties in finding employment after graduating from college. If the concept of public relations entrepreneurship is taught early on, in high school, it will be easier for students to work productively when they enter and graduate from higher education.

Furthermore, the aspect of personal branding is also important to examine in managing this entrepreneurship public relations. We quote from the results of a study (AZZAH, 2020), regarding the Analysis of Sandiaga Salahuddin Uno's Entrepreneurship Personal Branding in Cultivating Entrepreneurial Motivation of Mercu Buana University Students. That an entrepreneur must build Personal Branding to advance his business and image, by publishing personal content on social media so that it can propel himself into the market (new market). Personal branding in this context is defined as what is created and displayed, especially through social media such as Facebook, Instagram and YouTube. The process of continuous use of social media, so that it can determine the public's assessment, in the long term, so that it has a positive value. The personal branding of entrepreneur Sandiaga Salahuddin Uno has been packaged with a self-image, a positive reputation built over a long period, so that it continues to exist. Sandiaga Salahuddin Uno's Personal Branding shows a successful entrepreneur who has a leadership spirit, and is active in entrepreneurial activities, sports, humanitarianism, religion, and is involved in building the future of industry and MSMEs in Indonesia.

The community service process utilizes innovative technology for partners to capture images or scenes related to the youth entrepreneurship agenda at the partner's location, namely SMAN 2 Rangkasbitung. The mages or scenes focus on the activities of the Student Council (OSIS) administrators, who create

content, compile storyboards for school events, and edit the material to suit the partner's needs. Furthermore, these tools are also used by the OSIS administrators to compile storytelling, which is distributed through the school's and the OSIS administrators' Instagram accounts.

3. RESULTS AND DISCUSSION

The results of this community service program generally reflect an increase in understanding, interest, and application of the main theme, entrepreneurship public relations, particularly among the student council (OSIS) administrators at SMAN 2 Rangkasbitung, Lebak Regency. The following is a detailed description. The community service program was held on Monday, May 4, 2026, at SMAN 2 Rangkasbitung, Lebak Regency. The location was selected based on the needs of the target audience, which is relevant to the current situation of youth in Rangkasbitung, who require strengthening soft skills in entrepreneurship public relations to support youth independence. Specifically, the target audience for the program is the student council (OSIS) administrators at SMAN 2 Rangkasbitung. The 40 OSIS administrators were selected because they represent youth with the potential to develop competencies and soft skills, thus disseminating these skills to other productive and non-productive youth.

The implementation of the community service program, began with an opening by the Vice Principal of SMAN 2 Rangkasbitung, who explained how SMAN 2 Rangkasbitung strives to support the improvement of youth capacity, especially through the OSIS board by focusing on the development of soft skills, strengthening the capacity of youth entrepreneurs and hoping that the final results of this program will have a real impact, especially in the management of OSIS, so that the board can be more optimal in developing the organization in the future, and be able to apply digitalization of public relations, as well as entrepreneurship in the field of public relations. At the same time, in the opening, directions were given by members of POM SMAN 2 Rangkasbitung, as well as Mrs. Sinto as the supervisor and Guidance and Counseling teacher who oversaw the implementation of this service event.

Next, the presentation of the material was delivered by the community service team, with the chairman, on behalf of Dr. Irmulansati Tomohardjo, SH, MSi (Lecturer at the Faculty of Communication Sciences), while as members 1) Fauzi Nur Iman, S.Kom, M. Kom (Lecturer at the Faculty of Computer Science) and member 2) Sugihantoro, M.Ikom (Lecturer at the Faculty of Communication Sciences). And involving three students from the Communication Sciences Study Program, which include: 1) Rifky Aditya Pratama (NIM: 44523010062); 2) Muhammad Husna Kurniawan (NIM: 44225010002); and 3) Putri Khoirunnisa Ramadhanti (NIM: 44523010029).

The material presented by the PKM Team Leader discussed communication strategies used to build positive relationships between organizations and their publics, including consumers, mass media, government, employees, and the public, in order to achieve a positive reputation. Efforts to create, build, and manage innovative new businesses with the courage to take risks to gain profits and added value. This involves a combination of creativity, innovation, and resource management to turn ideas into impact. The process of managing entrepreneurial public relations activities, to support the achievement of organizational communication impacts in the form of a good reputation, positive public opinion, and optimal income.

Entrepreneurship skills are a fundamental skill required by Public Relations professionals. They support the development of an entrepreneurial spirit within an organization, both through conventional and digital media, guided by effective, efficient, measurable, valuable, and impactful communication processes for individuals, communities, and organizations. Another supporting skill is effective writing, which encompasses clear and focused sentence construction, precise grammar and spelling, and the ability to adapt to audience needs, logical structure, and grammatical editing.

The next stage is the implementation and simulation phase, which includes students forming small groups, writing themes for school publications, and compiling stories for exposure through digital media. Students are then assigned roles for each role, simulating storytelling through digital media, and evaluating the results on social media. Following the presentation, participants engage in a question-

and-answer session and a simulation of implementing an entrepreneurship public relations program. The simulation and implementation process includes the use of appropriate technology, including uploading to social media. Therefore, this community service program focuses on educational services, focusing on unproductive partners, namely the youth student council (OSIS) administrators at SMAN 2 Rangkasbitung, Lebak Regency.

After conducting a workshop for the youth OSIS administrators and using innovative technology to disseminate school programs through school social media, the following are the results of coverage and activities of the OSIS administrators in this community service program.



Figure 2. Opening of the community service event



Figure 3. Handover of modules and minutes of handover of technology equipment to partners

Finally, the program analysis process, based on the results of this community service program, focuses on several aspects: first, the use of persuasion concepts in implementing public relations entrepreneurship among teenagers. Second, the implementation of digital public relations to support the entrepreneurship program. Third, increasing the capacity of teenagers to use innovative technology as a medium for entrepreneurship public relations, which can be implemented through school social media and the personal social media of school student council administrators. Fourth, there is an increase in the knowledge, motivation, and interest of teenagers in implementing entrepreneurship public relations, which focuses on the use of digitalization in school programs.

Basically, entrepreneurship public relations can bridge the gap for young people to become more productive entrepreneurs after graduating from high school or while continuing their education at university. Entrepreneurship programs can be applied in various sectors, such as education, tourism, arts, food and beverage, entertainment, printing, creative industries, and many other types of entrepreneurships.

At the same time, in practice, this entrepreneurship is not used for political interests, or for the oppression of one party because one party benefits. In the entrepreneurial business process, it should run optimally and equitably, because both parties provide and sell information in a balanced and clear manner. This includes racist behavior, treatment that marginalizes certain parties, which is relevant to the cultural processes in certain regions. The community service team quoted from a journal written by (Gaidos et al., 2026), that the entrepreneurial ecosystem is often described as a neutral and meritocratic environment, driven by innovative, technology-oriented organizations with high growth, such as start-ups. However, a growing body of research shows that this ecosystem often perpetuates gender- and race-based structural inequalities that marginalize certain groups of entrepreneurs, such as women and other non-dominant racial or socio-economic groups.

The implementation of this community service program requires young entrepreneurs to prioritize and prioritize minority groups, ensuring there is no discrimination based on any particular group. This understanding must be conveyed to young people from an early age so that when they enter the industry and society, they understand the diversity of entrepreneurial mindsets and develop maturity in dealing with differences.

Furthermore, the community service team also quoted from a journal compiled by (Arshed et al., 2023), that entrepreneurial identity is often used as an umbrella concept that encompasses various forms of answers to the questions "who am I" and "who do I want to be," including social identity, professional and work identity, role identity, personal identity, and identity formation efforts. Role identity because this concept can provide a deeper understanding of the key questions that many entrepreneurs often ask themselves—"what am I doing, or what should I do?"—when faced with societal expectations and conflicting situations.

After the participants attended the workshop, in general, the 40 teenagers from the OSIS administrators were able to compile an event rundown and arrange a sitting arrangement (categorized as event management skills). Furthermore, participants have active social media accounts, can post news, follow and be followed by subscribers of more than 10 people and viewers of more than 10 people. Participants can apply innovative technology to support the digitalization process of public relations, especially in supporting the management of public relations events, both profit and non-profit events. The managed digital public relations include the school website and school social media. Furthermore, participants are able to apply innovative technology to support the digitalization process of public relations, which includes a tripod DG CAM 29 1 pc Sanwa Supply, softbox lights, soft box studio light stands, tripod phone standing and microphone clip on wireless betavo GW 998. So that at the end of the simulation, participants can apply event management activities, storytelling activities, public speaking and public relations writing.

4. CONCLUSION

The conclusions that can be conveyed include, that public relations entrepreneurship is the process of forming a creative, innovative spirit and positive reputation performance for teenagers who are OSIS administrators in managing activities in their respective schools, so that they have added value socially and economically. Through fulfilling the need for competencies and basic abilities that need to be optimized continuously, through basic thinking and work stages based on the public relations management process and the application of the entrepreneurial spirit. From the results of the workshop and simulation, there were 40 students who were OSIS administrators, understanding, interested and able to apply public relations entrepreneurship in the form of narrative skills, the application of digital literacy in event management activities, public relations writing activities and the creation of storytelling disseminated through social media. The evaluation of the OSIS administrators on average above 67% assessed that this service could increase knowledge, provide knowledge about public relations entrepreneurship, foster an entrepreneurial ethos, assess the application of technology is useful for the continuity of promotional activities, AI applications and its application is useful for teenage entrepreneurs in the future.

5. ACKNOWLEDGMENT

With the completion of this community service program, we would like to thank the Principal, Guidance and Counseling Teacher and OSIS Management of SMAN 2 Rangkasbitung, Lebak Regency, LPPM Mercu Buana University Jakarta, Undergraduate Program of Communication Science, Faculty of Communication, University of Mercu Buana Jakarta, Team of Lecturers and Students With the completion of this community service program, we would like to thank the Principal, Guidance and Counseling Teacher and OSIS Management of SMAN 2 Rangkasbitung, Lebak Regency, LPPM Mercu Buana University Jakarta, Undergraduate Program of Communication Science, Faculty of Communication, University of Mercu Buana Jakarta, Team of Lecturers and Students

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