

IMPLEMENTATION ENTREPRENEURSHIP EDUCATION ONLINE-LEARNING PROGRAM TO CREATE FARMER ENTREPRENEUR THROUGH URBAN FARMING

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ABSTRACT

The COVID-19 pandemic has disrupted various sectors. As for the sectors affected is the education sector. Many countries decide closing schools, colleges as well as universities, including Indonesia as an effort to break the chain of the spread of Covid-19. To cut off the spread of Covid-19 and comply government regulations, educators and all students are forced not to be face to face temporarily. The COVID-19 pandemic is forcing schools, colleges and universities to shift their entire instructional device to one online delivery overnight. It is no longer a question of whether online education can deliver on the promise of quality higher education and more to how universities can promptly and effectively embrace the mass adoption of online learning. This research was conducted in locations affected by the covid-19 pandemic, because the covid-19 pandemic has a very significant impact on the survival of the lower class in particular. Entrepreneurs are expected to help overcome the economic problems of the nation and the State, although there are many challenges and obstacles that must be faced in overcoming problems due to limited education. and resource knowledge. This community service activity is carried out by providing online learning and training assistance for 1 month on building entrepreneurship character to youth organization (Karang Taruna). The activity is the increasing entrepreneurial knowledge and skills of participants in optimizing information technology-based programs in the marketing media for organic hydroponic vegetable Urban Farming products. The result of this activity is the increasing creativity of youth group organization and to motivate them and also create a connection model for microenterprise entrepreneurship and value creation with the economic, social and environmental aspects of sustainable development.

Keywords: Entrepreneurship, Microenterprise, Sustainable Development

1. BACKGROUND

The COVID-19 pandemic has disrupted various sectors. As for the sectors affected is the education sector. Many countries decide closing schools, colleges as well as universities, including Indonesia as an effort to break the chain of the spread of Covid-19. The teaching and learning process is carried out independently online and avoid face-to-face. Ministry of Education and Culture (Kemendikbud) as the person in charge of carrying out several precautions, including: by issuing circulars. The first circular letter No. 02 of 2020 regarding the prevention and handling of Covid-19 within the Ministry of Education and Culture regarding its existence an appeal to all employees to maintain direct physical contact, kiss hands and shake hands. Circular No.03 of 2020 concerning the prevention of Covid-19 in educational units, namely by closing schools and colleges throughout Indonesia. Ministry of Education and Culture (Kemendikbud) issued Circular No 36962/MPK.A/HK/2020 regarding online learning (in network) and offline (outside network) to do work from home work from home in order Covid-19 prevention for educators and for students to all levels of education throughout Indonesia. To cut off the spread of Covid-19 and comply government regulations, educators and all students are forced not to be face to face temporarily. Schools, Colleges and Universities as large groups of people gather, should put in place similar preventive measures to minimize the impact of COVID-19 on higher education and beyond.

Quickly, schools, colleges and universities changed their approach to more drastic measures by canceling large scale and open public events, career fairs, conferences,

open seminar events. Soon the magnitude of the concern, the level of threat (and fear), public pressure, and the need to protect students have caused many universities to take far more drastic action, causing many large institutions to turn to campus-wide compulsory-education online. The COVID-19 pandemic is forcing schools, colleges and universities to shift their entire instructional device to one online delivery overnight. It is no longer a question of whether online education can deliver on the promise of quality higher education and more to how universities can promptly and effectively embrace the mass adoption of online learning.

Ericha Windhiyana (2020) with a journal entitled *The Impact of Covid-19 on online learning activities in a Christian university in Indonesia*. The results of her research, in the field of education, the learning model changed drastically; all learning activities are carried out online starting from the elementary school level to the university level. Based on the results of interviews, online learning activities at this university run effectively by utilizing the Zoom, Google Classroom, Schoology, and Edmodo applications. Obstacles in carrying out online learning are mostly the problem of an internet connection that is less supportive.

The Covid-19 pandemic has created a lot of uncertainty, especially the economy. These include government interventions and policies; changes in consumer spending patterns and their impact on business continuity, new business forms, R&D, investment in human resources, and other factors that influence productivity in the medium and long term (Baker, Scott R., Bloom, Nicholas., Davis, Steven J., & Stephen J. Terry, 2020).

This research was conducted in locations affected by the covid-19 pandemic, because the covid-19 pandemic has a very significant impact on the survival of the lower class in particular. Entrepreneurs are expected to help overcome the economic problems of the nation and the State, although there are many challenges and obstacles that must be faced in overcoming problems due to limited education. and resource knowledge.

The cultivation of growing vegetables is indeed widely occupied by Jakarta residents during the COVID-19 pandemic from the community, academics, even youth groups have grown a lot of vegetables, even in the yards and roof top of houses have been used for vegetable cultivation with a hydroponic system, HS (2020). As a metropolitan city, Jakarta does not have the availability of land to meet its own vegetable needs. Therefore - like it or not - rely on supplies from other regions, such as West Java, Banten, and Lampung. In certain situations, they also come from Central Java and East Java. There is an opportunity to improve the standard of living of the community, especially the younger generation, through urban farming so that the vegetable food sector can be fulfilled and the opportunity to become a farmer entrepreneur. This is where the role of teaching entrepreneurship is needed.

Nowadays there is a phenomenon in Indonesia where people creating business communities, together they recruit member and train them to join the business communities then do business together altogether they become entrepreneur by helping each other (Arief, H., & Putra Saratian, E. T. , 2018).

The Global Entrepreneurship Monitor (GEM), reports that entrepreneurship is now at the center of attention in the public policy arena in most countries. Along with the increasing social, environmental and economic challenges facing humanity today, many people believe that business has an important role to play in changing society in the future. Entrepreneurs are considered to have a special role in innovation and bringing about societal change, traditionally from a macroeconomic perspective.

The Entrepreneurship is a process of applying creativity and innovativeness in gathering resources to find opportunities and improvements in solving problems and finding opportunities to improve life. Entrepreneurship is an attempt to create added value by way of entrepreneurship that arise when an individual dared to combine resources in ways new and different for developing business and new ideas. The Entrepreneurial process includes the use of all functions, activities and action related to acquisition opportunities and the creation of business organization to win the competition (Sigfusson and harris, 2013).

That entrepreneurship attracts many parties to understand it is to contribute entrepreneurial attitudes acquired various parties to perform actions related to entrepreneurship. (Timmon and Stephen, 2017) make the grouping needed for entrepreneurial action in six issues: (1) Commitment and determination, (2) Leadership,

(3) Obsession to the opportunity, (4) tolerance toward risks, ambiguity and uncertainty, (5) Creativity, and (6) Motivation for achievement.

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).

2. METHOD

This community service activity is carried out by providing online learning and program assistance for 1 month in creating farmer entrepreneurs. The result of this activity is the increasing entrepreneurial knowledge and skills of participants in optimizing information technology-based programs in the marketing media for organic hydroponic vegetable Urban Farming products.

There are many creative ways to encourage people to stay away from drug abuse. One of the things that can be maximized is exploring creativity and local wisdom. The implementation of the community service program at the Karang Taruna RW.007 North Kembangan, Kembangan District went well. The community service program is in the form of online seminars/webinars on marketing management and promotion of organic products from urban areas or urban agriculture using Information Technology. Karang Taruna cadres who attend training to conduct business development and marketing of urban farming products using information technology through

social media and marketplaces and can find various information as well as learning tools that can also be taught in the future can be applied in everyday life the days and every activity carried out by Karang Taruna.

Learning is carried out online using video conferencing (Zoom and Google meet) and using the experiential learning method with interactive communication techniques through video conferencing, dialogue, discussion, role play / games, where participants are introduced about Management and Business.

Learning is carried out online using video conferencing (Zoom and Google meet) and using the experiential learning method with interactive communication techniques through video conferencing, dialogue, discussion, role play / games, where participants are introduced to the concept of Entrepreneur, then directly involved with feelings, experience, discussing the process and learning outcomes to inspire the entrepreneurial spirit among youth, especially youth organizations.

Learning is carried out online using video conferencing (Zoom and Google meet) and using the experiential learning method with interactive communication techniques through video conferencing, dialogue, discussion, role play / games, where participants are introduced about Utilization of Information and Communication Technology especially internet in term of media knowledge

Learning is carried out online using video conferencing (Zoom and Google meet) and using the experiential learning method with interactive communication techniques through video conferencing, dialogue, discussion, role play / games, where participants are introduced about Management of Urban Agricultural Products or Urban Farming.

Learning is carried out online using video conferencing (Zoom and Google meet) and using the experiential learning method with interactive communication techniques through video conferencing, dialogue, discussion, role play / games, where participants are introduced about practice regarding marketing product through various social media and online marketplaces, practicing how packaging product to attract customers to buy, how to determine the price of product.

This online learning was held in collaboration with the Faculty of Economics and Business, Mercu Buana University (UMB) with Youth organizations located in the West Jakarta area district North Kembangan. UMB helped provide speakers, learning equipment, webinar flyers, pre-post examinations, evaluations, while the organisation helped send representatives of youth members groups. Online learning participants are 78 participants in this activity.

Phase 1: Participant's initial test and initial assessment.

After the opening ceremony and before the material was delivered, participants were asked to fill in the questionnaire using google form as a preliminary

test. Initial assessment of the participants is done by filling out the online learning registration form.

Phase 2: Submission of online learning material by the instructor

The online learning material consists of presentation regarding Management and Business.

The online learning material consists of presentation regarding entrepreneurial and entrepreneurship skills.

The online learning material consists of presentation regarding the Utilization of Information and Communication Technology especially internet in term of media knowledge.

The online learning material consists of presentation regarding Management of Urban Agricultural Products or Urban Farming.

The online learning material consists of presentations, brainstorming, practice regarding marketing product through various social media and online marketplaces, practicing how packaging product to attract customers to buy, how to determine the price of product. The selection of this method is carried out with the aim of achieving the desired targets of successful learning in entrepreneurship

Phase 3: Post-test and feedback

Before closing, participants are asked to fill in a post-test, and evaluate the event, messages, and impressions of the participants as feedback using google form.

3. RESULTS AND DISCUSSION

In general, the results of the community service activities can be seen based on the following components:

1. The success of the target number of e-learning participants. The success of the target number of e-learning participants can be said to be very good. The target number of training participants is 100 people and in the implementation of the service, 78 people (78%) are attended. This is supported by the role of Youth group organization or Karang Taruna North Kembangan starting from the preparation, distribution of invitations.
2. Achievement of Online-learning objectives. The achievement of online learning objectives can be said to be good, reaching 95%. This community service activity succeeded in empowering youth organizations in the community service locations by motivating them to carry out positive activities.
3. The ability of participants in mastering the material. The ability of participants in mastering the material about Management of Urban Agricultural Products or Urban Farming can be said to be very good (90%). This is because using the experiential learning method with interactive communication techniques through video conferencing, dialogue, discussion and are supported by the use of lecture and demonstration methods to improve the ability of participants to absorb the material presented by trainers.

4. Achievement of the planned material targets. All training materials can be delivered thoroughly and in detail. The training material that has been delivered is in the use of a narrow land by planting vegetables,
5. by practicing growing vegetables, it can improve the economy and can create new start-ups in the agribusiness sector.
6. The ability of participants in mastering the material. The ability of participants in mastering the material about Management and Business can be said to be very good (90%). This is because using the experiential learning method with interactive communication techniques through video conferencing, dialogue, discussion and are supported by the use of lecture and demonstration methods to improve the ability of participants to absorb the material presented by trainers
7. The ability of participants in mastering the material. The ability of participants in mastering the material about entrepreneurial and entrepreneurship skills can be said to be very good (90%). This is because using the experiential learning method with interactive communication techniques through video conferencing, dialogue, discussion and are supported by the use of lecture and demonstration methods to improve the ability of participants to absorb the material presented by trainers
8. The ability of participants in mastering the material. The ability of participants in mastering the material about marketing and practicing how packaging product to attract customers to buy, can be said to be very good (90%). This is because using the experiential learning method with interactive communication techniques through video conferencing, dialogue, discussion and are supported by the use of lecture and demonstration methods to improve the ability of participants to absorb the material presented by trainers
9. The ability of participants in mastering the material. The ability of participants in mastering the material can be said to be very good (95%). This is because the youth are familiar with information technology, all participants have social media accounts and are supported by the use of lecture and demonstration methods to improve the ability of participants to absorb the material presented by trainers.

Overall, community service activities regarding the entrepreneurship education program using of Information and Communication Technology in the Management of Urban Agricultural Products or Urban Farming in North Kembangan were considered successful. This success is not only measured by the four components above, it can also be seen from the satisfaction of participants after participating in the online learning activities. The benefits that can be obtained by the training participants understanding the marketing of urban agricultural products / urban farming use information technology so that the

youth groups (Karang Taruna) become entrepreneurs in the field of agribusiness through the urban farming method of hydroponics.

4. CONCLUSION

The process of creating entrepreneur character and understanding of management is very necessary and interrelated. The relationship between management, business, and entrepreneurship is very close. After the online learning is carried out, it is necessary to provide intensive coaching. The problems discussed at the time of learning are problems that are being faced by each young entrepreneurs group and together seek solutions.

Based on the discussion in the previous chapters, in this community service activity the following conclusions can be drawn:

1. The knowledge of participants, in this case youth organization Karang Taruna North Kembangan, about Business Development and Entrepreneur through the Use of Information and Communication Technology in the Management of Urban Agricultural Products or Urban Farming in North Kembangan was categorized as quite good.
2. Youth of Karang Taruna North Kembangan are motivated through online learning about entrepreneurship about urban plants and eager to become Urban Farmers entrepreneurs.
3. Youth of Karang Taruna North Kembangan gain insight where social media and online marketplace can be used as a medium for promotion and marketing of vegetable products from urban farming or Urban Farming.
4. It can be concluded that there has also been an increase in the entrepreneurs knowledge and business skills of participants in the utilization of information technology-based optimization programs on the marketing media for hydroponic organic vegetable products in Urban Farming in North Kembangan.

The suggestions can be given after going through the evaluation are as follows:

1. Sustainable community service activities through online learning are needed so that the entrepreneurial spirit of youth and the interest in becoming entrepreneurs of urban agricultural products can be more optimal.
2. After the online learning is carried out, it is necessary to provide intensive coaching to guide participant to be successful entrepreneur in urban farming.

The main problem is how to get the funds and capital to set up a new business.

Currently there is a phenomenon in Indonesia where people make collective efforts in the form of urban farming communities, collectively they recruit members and train them to join urban farming communities then exchange

information and do business together. In other words, this business model will be a very useful option in motivating people to become entrepreneurs in urban agriculture. This is a creative way to recruit new members who are passionate and have the same passion in the agricultural business so that it becomes a new entrepreneurial opportunity. With this method, the problem of capital is shared.

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