

## **ENTREPRENEURIAL PLANNING STRATEGY AT MERUYA UTARA-KEMBANGAN-JAKARTA**

**Irfan Noviandy AULIA<sup>1\*</sup>, Mochamad SOELTON<sup>2</sup>, Ali HANAFIAH<sup>3</sup>, Muhammad Shirhan THOULLON<sup>4</sup>,  
Paijan PAIJAN<sup>5</sup>, Subur KARYATUN<sup>6</sup>, Eko Tama Putra SARATIAN<sup>7</sup>**  
<sup>1,2,3,4,5,7</sup> *Universitas Mercu Buana- Indonesia*  
<sup>6</sup> *Universitas Nasional - Indonesia*  
<sup>\*</sup>*irfan.noviandy@mercubuana.ac.id*  
*soelton@mercubuana.ac.id*

### **ABSTRACT**

The classic problems faced by MSMEs are internal problems, namely the low professionalism of MSME management staff, limited capital and lack of access to banking and markets, as well as the ability to master technology which is still lacking. In Indonesia, family entrepreneurship has begun to emerge and this can be seen in various franchise businesses such as fast food franchises, retail store franchises service businesses, and so on. With the above problems, the community service team held business plan socialization activities in creating family entrepreneurship. 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 40% of the GNP of the United States. Meanwhile, understanding business planning in developing family entrepreneurship can prevent disputes and conflicts. occurs in companies, so that in the end it can reduce poverty rates and improve community welfare. Family economic problems can be overcome by carrying out various family-based entrepreneurial activities. Family-based entrepreneurship can be developed to reduce dependence on work from both government and private companies.

**Keywords:** Family economics, Family entrepreneurship, Motivation, Strategy

### **1. INTRODUCTION**

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 have an interest in entrepreneurship. Various seminars with speakers and testimonials of success in entrepreneurship have been held. The rapid world change has caused everyone, including the community, to try to think about the consequences of these world changes, including changes that have positive and negative impacts (Asih et al., 2022; Soelton et al., 2022; Ramli et al., 2022). Changes in the world include changes in human mindset about getting benefits for the family in supporting the sustainability of life in the family. To overcome this problem, people need creativity and innovation to survive the pressure of increasingly heavy needs. The family must be able to help solve the family's economic problems so as not to have an impact on problems in the future (Vizano et al., 2022; Yuliantini et al., 2021; Arief et al., 2021; Suharyadi, 2008). However, all efforts to help the family economy need to be observed and through careful consideration so that these efforts do not become a burden of problems that otherwise cause unexpected losses (Vizano et al., 2022; Saratian et al., 2022; Ramli et al., 2022).

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

The Indonesian economy has recently experienced an unstable situation, which is marked by various turmoil that occurs 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, it can be seen that 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 is not balanced. The available jobs today have not been able to overcome the problem of high unemployment in Indonesia. It is estimated that the elasticity of 1% economic growth can absorb around 350 thousand to 400 thousand workers in 2016, oriented towards job creation programs (Astini et al., 2022; 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 not too much capital, and obtain greater efficient value than large businesses.

Ramli et al., (2022); Soelton et al., (2021); 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 (Intellect)

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 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 (Ramli et al., 2021; Soelton et al., 2020; Wahyono et al., 2022). The lack of human resources that can create jobs is one of the serious problems faced by this nation. 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.

Family companies differ from public companies because of their share ownership and size, family companies are companies owned by several shareholders who are family members while general 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 benefits compared to other businesses because of greater trust to increase flexibility. However, family companies also need clear management and a clear division of responsibilities as well so that misunderstandings do not occur that can lead to destruction.

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

- 1 Conducting a SWOT Analysis
- 2 Determining Vision and Mission
- 3 Business Finance Aspects
- 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 Issues, Indonesia, like other developed countries, is one of the many countries that have economic problems. Therefore, Indonesian people still have difficulty 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 prices 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 an inexhaustible 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 are unable to 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 unemployment rate to become maskin high.

#### 5. Low well-being

Low welfare is due to an imbalance between income levels and needs. This can be caused by the low availability of employment, and with the population continuing to grow, the unemployment rate will increase.

Activity Objectives, Mapping the problem of the unemployment rate in these circles. Knowing the number of unemployed among these. Conducting education about family entrepreneurship in these circles. Socialize the implementation of Business Planning that can be developed by the community.

Activity Benefits, This community service is expected to provide an understanding of family entrepreneurship so that the local community can directly conduct experiments before trying to determine a business that wants to be developed in the future. With an understanding of Business Planning in developing family entrepreneurship to prevent disagreements and conflicts in the company, to ultimately reduce unemployment and improve community welfare.

## 2. METHOD

The event starts at 9 AM until 12 AM. The number of participants was more than 60 people. This shows the high interest of the participants to gain knowledge about the Development of Product Innovation Expansion for MSME Group's 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 can be concluded that it is to the expectations and needs of the participants. So the majority of participants considered this event very good and satisfying.

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.

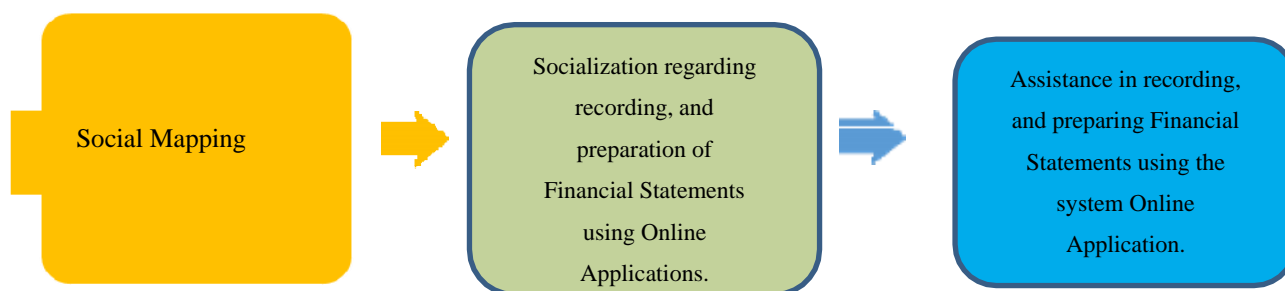
### c. Evaluation Stage

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

**Event Preparation/Planning**, Activities to provide material for understanding the sorting, processing, and adding value of organic waste domestic waste with assistance in the preparation of Financial Statements using Online Applications. Domestic waste treatment activities related to efforts to grow and increase public awareness for the realization of a healthy living culture are carried out in 3 stages with details of the process stages as follows:



Flow Chart Explanation, Phase 1 Phase 1 is a social mapping that has been carried out by MSME actors in North Meruya Village, Kembangan. Phase 2 Phase 2 is a socialization regarding recording, and preparing Financial Statements using Online Applications to MSME actors in North Meruya Village, Kembangan. Phase 3 Assistance in recording, and preparing Financial Statements using Online Applications for MSME actors in North Meruya Village, Kembangan.

#### Discussion

Target Audience, this community service is carried out in RPTRA or Multipurpose Room in North Meruya Village by involving residents and MSME entrepreneurs because it is expected that they can prepare financial statements using online applications. The evaluation stage is by visiting and interviewing with participants 1-2 months after the implementation of community service is carried out. The methods of activities to be used are as follows: Extension method; used to convey material in the form of theory. Question and answer method; used to provide opportunities for peers who are not yet clear in their understanding; demonstration methods; example: making financial statements using a smartphone through the Siapik application. Conduct a series of tests in the form of verbal tests in the form of interviews and written tests in the form of giving several questions that must be answered by the target audience.

After participating in this service activity, participants are expected to have an understanding and ability to prepare financial statements using online applications that are practiced directly in front of residents. During the practice, residents are given an introduction to theory and how to practice so that it is easy to apply to the community. Activity Evaluation Mechanism Evaluation of activities is carried out after 2 months of implementation of activities up to the fourth month, to monitor the extent of success. Instructor evaluation questionnaire: related to the presentation of material Evaluation questionnaire for the implementation of activities: related to the implementation of socialization activities.



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### Highlight Video of Activity Implementation

Link; [https://www.youtube.com/watch?v=j7OtGK514\\_I](https://www.youtube.com/watch?v=j7OtGK514_I)

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KKRPM PROGRAM STUDY MANAJEMEN  
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### 4. CONCLUSION AND RECOMMENDATION

#### Conclusion

Overall, the socialization participants were followed by North Meruya MSME actors, the socialization atmosphere was quite lively, because of the curiosity of the participants to be able to take advantage of online financial applications to be able to improve the performance of MSMEs. Overall, the participants stated that the social activity was interesting, and they learned a lot about new things in this socialization activity. Information related to how to utilize financial online applications to improve the performance of MSMEs. This activity can be used as a means of communication, silaturahmi, and socialization of Mercu Buana University to the community, as well as a form of social responsibility of the Tri Darma Higher Education Institution of Higher Education.

#### Recommendation

Mentoring activities are carried out to keep this program or activity running.

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