

## **IMPROVING ENTREPRENEURIAL SKILLS IN DEVELOPING THE BUSINESS OF KARANG TARUNA BAKSYA BALAD LAKSANA WARNASARI VILLAGE, PENGALENGAN DISTRICT, BANDUNG DISTRICT**

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### **ABSTRACT**

The improvement of entrepreneurial skills in Karang Taruna Bakस्या Balad Laksana Warnasari Village, Pengalengan District, Bandung District is needed. The current products or services have not improved enough, so training is needed to improve entrepreneurial skills. Youth organizations are the spearhead of entrepreneurship improvement. The method used to improve entrepreneurial skills with direct practice. The role of universities is needed in improving entrepreneurial skills. Bina Nusantara University represented by 4 lecturers and 6 students attended the entrepreneurship seminar (VPC, Feedback Grid, Business Establishment License, BMC, and Digital Marketing). This seminar received a very positive response and is expected to be sustainable.

**Keywords:** VPC, BMC, Feedback Grid, Digital Marketing

### **1. INTRODUCTION**

Karang Taruna is an organizational forum deliberately formed by community self-sufficiency which aims to form the potential of the younger generation in developing themselves on awareness and social responsibility from and for the young people themselves with the aim of achieving the welfare of the entire community (Pratama & Rahmat, 2018). Based on the Minister of Social Affairs Regulation Number 25 of 2019, it is outlined that Karang Taruna is an organization that has great potential and is targeted to be a potential in improving social welfare, especially the youth themselves and society at large. Karang Taruna Bakस्या Balad Laksana is a youth organization group located in Warnasari Village Pengalengan, West Java, which has 16 active members and has been established since 2020. Karang taruna is a milestone of civilization from an area or village that can build social welfare for the community (Angkasawati, 2018). This youth organization has a business that has been started since 2022, but only a few of its members are involved in the business. The business of the Bakस्या Balad Laksana youth organization is Leuhang Therapy. The concept of this herbal sauna business is to provide a traditional sauna (steam bath) for the community, where the ingredients that produce steam for the sauna use spices, namely: kecombrang, lemongrass, quinine leaves, tempuyung, and sidagori leaves. According to Manik in the book says that entrepreneurship is a new idea in a business that provides opportunities in the future, which is completely different from the others in a better way (Manik et al., 2023).

So far, Karang Taruna in Warnasari Village has knowledge insights related to small businesses and governance management, and online marketing still needs development. Therefore, it is necessary to hold counseling in the form of seminars on how to become a tough entrepreneur in competition by introducing several tools to support entrepreneurship such as the Value Proposition Canvas (VPC) (Tri Sandi, 2020) dan Business Model Canvas (BMC) (Santoso, 2022). In addition, it is necessary to do effective advertising or advertising to see data customers from various regions such as Jakarta, Serang, Bogor, and Bali so that providing insight into digital marketing will be very useful. Seeing the needs of the community, the role of universities as a source of educators is important to channel the skills needed by the community in Karang Taruna Bakस्या Balad Laksana Warnasari Pengalengan Village. Thus, the team of Business Entrepreneurship Center Lecturers in their duties to carry out the Tri Dharma of Higher Education, in collaboration with Bina Nusantara University Jakarta and Bandung carried out one-day seminar activities to help the youth organization of Warnasari Village, Pengalengan District by providing seminars on soul development strategies and governance management. The results of the implementation of the seminar carried out, especially for the use of the Value Proposition Canvas (VPC) and Business Model Canvas (BMC) tools, showed high enthusiasm from the youth organization, feedback from the results of the seminars that have been carried out have received a very positive response and are expected to be carried out continuously in the future (Novia & Zulkifli, 2020).

The objectives resulting from this community service program include:

- 1) Providing insight into the knowledge of young people who are members of the Taruna Bakस्या Balad Laksana youth organization in Warnasari Pengalengan Village how to start a business or business and develop it.
- 2) Providing motivation to become a tough entrepreneur, it will advance the area that is the birthplace of the

youth organization, the impact is that the regional economy will increase, and economic growth (macro) will be better.

- 3) Improve the economy of the surrounding community in tourist locations.
- 4) Improve products or services based on local wisdom.

## 2. METHOD

The method used for the implementation of this activity is to be present directly or meet directly with the youth organization and provide direct experience by practicing (use of both VPC and BMC) (Afandi et al., 2013). The details of the activities are described in the following presentation.



Figure 1. Presentation of material in seminars

Explanation of the use of Value Proposition Canvas in building a business idea.



Figure 2. seminar participant participation

Participation of participants in following the explanation and questions and answers to the speaker.

### A. Problem Solving Method

The method of approach taken to overcome the problems of small businesses of the Baksya Balad Laksanayouth organization in Warnasari Pengalengan Village, is to provide alternative solutions including:

- 1) Direct seminar activities by providing the concept of knowledge about an ideal entrepreneur.
- 2) Assistance to the business, namely leuhang sauna managed by the youth organization both directly and online.

### B. Target Audience of Service

We, the lecturers of Binus Entrepreneurship Center Jakarta and Bandung, in the framework of our obligations in carrying out the Tri Dharma of Higher Education under the auspices of Bina Nusantara University, try to help youth



youth organizations in Warnasari Village, Pengalengan District who be motivated for entrepreneurship. Target audiences who are considered strategic (able and willing) to be involved in business development and can disseminate the results of this activity to other target audience members. The audiences that are considered strategic are members of youth organizations who can become potential new entrepreneurs in the future and the public.

The method describes the stages of the research, including the research design, research procedures, and how to test and analyze the data. In describing the research method, it must be supported by references, so that the explanation can be accepted scientifically.

### **3. RESULTS AND DISCUSSION**

The implementation of seminar activities was carried out on September 30, 2023, with the presence of 3 lecturers from various disciplines such as Entrepreneurship, Incubators, and Information Systems, apart from that this activity was also assisted by 6 students. This activity was attended by 25 youth organizations, which were accompanied by 6 main administrators.

In this section, the findings should be separated by discussion. Findings or research results are not raw data, but data that has been processed/analyzed by certain methods. The discussion is the result of interpretation of data analysis, if necessary linked to relevant scientific theories/concepts in the literature review. Findings and discussions must answer the formulation of the problem and have the impact of new knowledge. The contents of the findings and discussion can be in the form of interpretation of the results of the discussion.



Figure 3. Presentation of material in seminars

The role of students is to accompany participants in group discussions to assist in answering the tasks given by the speaker.



Figure 4. Participants are active in asking questions.

Seminar activities are discussions so that youth organizations can provide information on what is needed, so that the seminar will be more targeted.

The seminar begins with a presentation about:

- 1) Value Proposition Canvas which explains a tool that can help us know more about products or services, what consumer needs are, so that we can create value for customers or consumers according to their needs and expectations (Santoso, 2022) (Pondaag et al., 2023).
- 2) Feedback Grid Prototyping is a method that can be used during testing sessions so that business owners (entrepreneurs) can capture feedback from your users more systematically or after prototype testing has been carried out.
- 3) Permit to establish a business venture, this material explains how prospective or young youth who have a business are encouraged or directed to have a permit in accordance with government regulations.
- 4) Business Model Canvas, this material explains how you as a business owner want to start a business. Business Model Canvas (BMC) is one of the most popular strategies used by many people. BMC divides our business into 9 categories, making it a fairly comprehensive reference for thinking about it.
- 5) Digital Marketing which explains how digital advertising is used to increase customers who come to tourist locations (Rifa'i et al., 2022). Several techniques are used, such as distributing advertising videos using social media platforms (WhatsApp, Line, Telegram, Instagram, Facebook, Twitter and so on). Several important things were conveyed in this seminar, such as making advertising videos with a specific focus, advertising videos that provide information needed by customers, advertising videos that provide information about tourist locations, advertising videos that describe the advantages of tourist locations.

During the seminar activities, youth organization participants were asked to play an active role in creating a Value Proposition Canvas (VPC) and Business Model Canvas (BMC) accompanied by lecturers and students during this implementation. From carrying out this activity, it is hoped that youth organizations will understand or comprehend how to use VPC and BMC to improve products and services in the future.



Figure 5. Works on the problem

Figure 5 Participants were divided into several groups and given assignment questions in creating VPC and BMC.





Figure 6. Participants are awarded prizes.

The implementation of the seminar was also characterized by competitions on the results of the VPC and BMC which were then assessed by the lecturers.

At the end of the seminar, feedback was held from all participants, it was found that all participants agreed that the activities carried out provided additional knowledge and skills for all participants. It is hoped that this activity will not stop here but can continue in the future.



Figure 7. Closing the seminar with a group photo

Figure 7 above explains the end of the seminar held in Warnasari Village.

#### **4. CONCLUSION**

Seminar activities that have been carried out well have received appreciation from the youth organization administrators. The participants also felt a good impact directly, especially in training on using VPC and BCM tools. Apart from that, it also adds insight into the world of digital marketing for creating digital advertisements.

Suggestions for this activity do not only stop at this seminar activity, but the continuation of this program is also highly anticipated. Apart from that, it is hoped that in the future it can provide an example for creating products with nuances of local wisdom.

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