

ONLINE-BASED ENTREPRENEURSHIP LEARNING STRATEGIES IN GROWING ENTREPRENEURIAL ENTREPRENEUR PARTICIPANTS IN ELEMENTARY SCHOOL TEACHER EDUCATION UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA

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Abstract

This study aims to provide students with independence in online entrepreneurship strategies so that the level of independence possessed by students continues to be instilled from an early age by utilizing various platforms available online. In this study using qualitative methods, namely research to describe and analyze phenomena, events, beliefs, attitudes, and social activities individually and in groups. Qualitative methods are a collection of methods for analyzing and understanding more deeply about the meaning of some individuals or groups considered as a humanitarian or social problem. The results of this study show that UMSU PGSD graduates in 2021 show 48.6% getting a job while 51.4% are not yet working. Therefore, PGSD students as the target group must be given attention and emphasis on increasing opportunities and entrepreneurship skills training programs.

Keywords: Education, Entrepreneurship, Online

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INTRODUCTION

Online business in Indonesia is now very rapid, one of which is by doing online shopping, online shopping or e-commerce is a way of shopping through electronic communication devices or social networks used in buying and selling transactions, where buyers don't have to bother come to the store to see and buy what they are looking for, all they have to do is look at the desired item via the internet then order the item of their choice and transfer the money and then the item will be sent by the online store to their home (Romindo et al., 2019). The e-commerce business itself in Indonesia is experiencing quite rapid development as one of the countries that is developing e-commerce is experiencing growth of around 8.8 percent in Indonesia every year until the years to come in the future this phenomenon is mostly students. In developing an entrepreneurial spirit (Pristyaningtyas, 2019). E-commerce is actually a third party that will bridge the two actors buying and selling products online, now online shopping has become a way of travel for users because it is considered more practical, especially for young people with browsing developments, online shopping is an alternative way of buying goods because the internet certainly can be classified as something new in the

shopping format (Fandiyanto, 2019) . Where the internet has now grown in terms of service coverage, efficiency, security and popularity.

Online stores , or what we often call e-commerce , are a form of change presented by the internet in terms of innovation in shopping by providing various conveniences in the transaction process (Pudjiarti, 2021) . People's lifestyles have also changed due to the influence of these technological developments, one of the most striking is gadgets with a tendency to do activities in cyberspace such as shopping online or more commonly referred to as online shopping, this business is also being cultivated by many students who want to develop entrepreneurial talent in reducing unemployment if students after graduation have not found work (Kuswandi, 2021) . Likewise online shopping or often referred to as e-commerce has several advantages that users can feel, such as not having to leave the house or go to a shopping place, all that is needed is to order the goods and then the goods will be delivered to the house (Romli, 2018). The two perceived advantages are saving time in buying and saving fuel for circling in terms of shopping, we can also control prices or compare prices from several online shop places.

Furthermore, online shops or e-commerce are always open within 24 hours, this is what benefits us in determining the time when we will carry out online shop activities so that there is the primacy of online shops and e-commerce has brought fundamental changes in the way business is done throughout world . With advances in technology and increasingly widespread internet penetration, online shops and e-commerce have provided significant benefits for business people. The main advantage of online shops and e-commerce is the ability to reach a wider market geographically. Likewise, this view is in line with the opinion of Al-Khowarizmi et al (2020) that electronic commerce (e-Commerce) is the result of the development of information technology which is devoted to the business processes of selling, purchasing or exchanging products, services and exchanging information via the internet network. In business conventions, physical stores have strict geographic boundaries, and customers are limited to certain areas. However, with an online store, you can market your products or services to potential customers worldwide without any geographical constraints. This gives you access to a much bigger market and increases opportunities for faster business growth. Then an important aspect of an online store is the time flexibility it offers. In conventional business, stores have limited hours of operation, and customers must visit the store at certain times.

However, in an online store, your business can operate 24 hours without being limited by the operating hours of a physical store. Customers can make purchases or access product information at any time, according to their convenience. This gives them flexibility and convenience in shopping, and allows you to earn income even when you are not physically active. They can explore various products or services easily through the website or mobile application, view product descriptions, images and customer reviews before making a purchase decision (Ardiansyah, 2018). But on the other hand, it does not rule out the possibility of causing disappointment to consumers in the midst of the practice of shopping online , in this case entrepreneurs and women entrepreneurs need to be equipped with marketing strategies and ethics in trading and dealing with consumers who will become customers when buying and negotiate purchases. Because in this study the designs and strategies that will be offered by researchers will be carried out in the success of the business processes that students are currently working on, in another view the researchers consider that education is upstream, changing downstream, of course entrepreneurship. As for the formulation of the problem as follows: (1) How are the student participants in running an online business. (2) How do students bring consumers. (3) Why do students have to have a strategy in entrepreneurship.

RESEARCH METHODOLOGY

Qualitative method is research to describe and analyze phenomena, events, beliefs, attitudes, and social activities individually or in groups. Qualitative methods are a collection of methods for analyzing and understanding more deeply about the meaning of some individuals or groups considered as a humanitarian or social problem. This qualitative research uses exploratory research methods. Exploration is a type of initial research from a very broad research. In exploratory research it becomes very important because it will produce a strong foundation for further research. According to put forward the purpose of exploratory research is the goal to get ideas about the main issues in more detail and to develop existing hypotheses. In this study, researchers used qualitative research to be able to understand phenomena in social contexts that naturally describe social problems in a person from a behavioral point of view. In qualitative research the researcher analyzes and after that reports the phenomenon in an analysis result in the research.

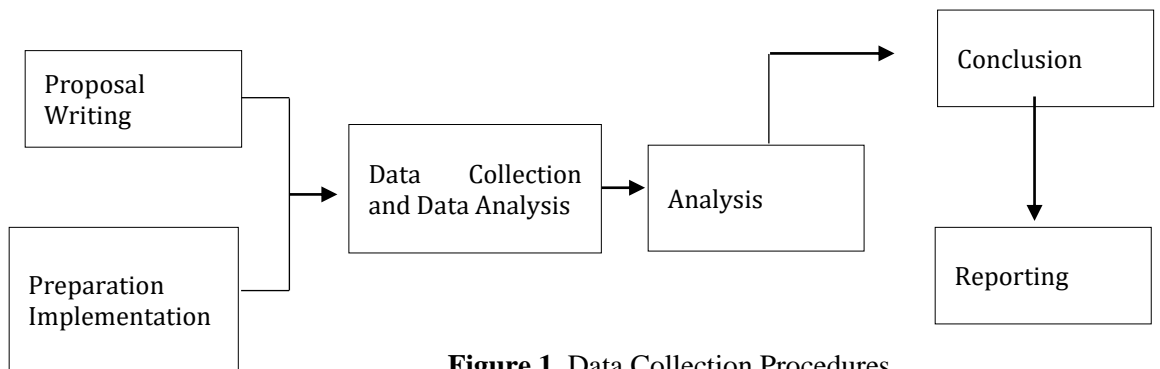


Figure 1. Data Collection Procedures

Furthermore, the work of each research member is as follows: (1) The chairman plans all activities (2) Member 1 allocates a budget and details the stages of the research. (3) Member 2 is tasked with providing information related to the implementation of research in the success of tips in the strategic process in entrepreneurship.

RESULTS AND DISCUSSION

Entrepreneurship is essential for every economy. A country that is supported by strong entrepreneurs can become more advanced. The government emphasizes this to meet the economic needs of the 21st century, due to changes in the entrepreneurship-based education system. Entrepreneurship education programs must foster independence and increase student self-esteem. Independence is an important component to become a successful entrepreneur. Educating students that entrepreneurs can come from a variety of backgrounds and giving students a positive outlook on the extraordinary opportunities that are available in the future and the aspects of entrepreneurial practice that are so important. The entrepreneurial skills acquired can be applied in any form of employment or career and social welfare. This is important in explaining to students that entrepreneurship is not just starting and opening a business, but must be balanced with strong characters that support entrepreneurship so that they can survive in all situations and conditions.

Tracer Study of UMSU PGSD graduates in 2021 shows 48.6% got a job while 51.4% are not yet working. Therefore, PGSD students as the target group must be given attention and emphasis on increasing opportunities and entrepreneurship skills training programs. In addition, university graduates, especially PGSD, so researchers offer several designs as well as strategies offered to each prospective graduate and bachelor of elementary school teacher education to increase independence in entrepreneurship after graduation, both those who are already working and those who have not got a job. Solutions to these potentials and problems are given by developing an independent-based entrepreneurship learning model to improve student entrepreneurship skills. The following is an illustration of an online self-reliance-based entrepreneurial model in order to facilitate the business that is being carried out by every graduate student in running their businesses.

a. Online-Based Entrepreneurial Strategy Design



Figure 2. Marketing Strategy

Then there are 8 other things that must be considered so that the form of digital online-based entrepreneurs can develop properly, including the following: (1) In-depth Market Research: Conduct thorough market research to identify trends, preferences, and needs of your target market. With a good understanding of the market, you can develop a suitable product or service that will appeal to consumers. (2) Build Online Presence: Create a strong online presence through creating a professional website, blog and social media profiles that are relevant to your business. Make sure the content you share is of high quality and appeals to your audience. Take advantage of content marketing and SEO techniques to increase your online visibility. (3) Digital Marketing: Utilize various digital marketing channels, such as online advertising, email marketing, and social media marketing strategies. Use online advertising platforms such as Google Ads or Facebook Ads to reach your target market more effectively. (4) Optimize for SEO: Learn about search engine optimization (SEO) to improve your website's ranking in search results. By optimizing your website, you can increase your online visibility and attract more organic traffic. (5) Collaboration with Influencers: appear to work with influencers or bloggers who have an audience relevant to your business. Through their endorsements and product reviews, you can reach a wider audience and build consumer trust. (6) Excellent Customer Service: Providing high quality and responsive customer service. Respond quickly and professionally to customer inquiries, feedback or complaints. This will help build customer trust and loyalty which is essential for long term success. (7) Data Analytics: Leverage web and data analytics tools to track and analyze your website visitor

behavior, customer preferences and purchasing patterns. This information can help you optimize your marketing strategy and make decisions based on accurate data. (8) Innovate and Adapt: Always be innovative in creating new products or services that appeal to consumers. Keep abreast of the latest trends in your industry and adapt to changing business environments.

This is in line with previous research which concluded that the project-based entrepreneurship learning model was able to foster student entrepreneurial spirit. Farida et al., (2017). Related research also concluded that the project-based learning model contributes to increasing interest in entrepreneurship through the formation of leadership character and the courage to take risks Sulasari (2016). Meanwhile it is also known that the project-based learning model with a chemoentrepreneurship approach can increase entrepreneurial interest Inayah et al., (2019). Interest in entrepreneurship must indeed be sharpened and formed through teaching materials provided during the lecture process, but the knowledge gained in the learning process should provide real results in changing student lives. Knowledge so that it can be maximally obtained must be done in a communicative and fun way and there is concrete evidence to apply it

b. Student Independence

Entrepreneurial interests and talents of students can be honed through the learning process in lectures and implementation in real work practice. If students have an interest and are ready to become entrepreneurs, it is hoped that an independent attitude will form to be able to overcome and survive amidst economic difficulties during the Covid-19 pandemic. Based on the results of the descriptive test on the indicators of independence, it can be concluded that as many as 20.53% of students feel challenged to complete each task during the entrepreneurship learning process. They feel the desire to prove that they are capable and independent in completing tasks.

Learning entrepreneurship courses does not provide changes in benefits before and after learning so that it is only a mere science Budi & Fensi (2018). This underlies how best to find a solution regarding learning methods that are in accordance with students' interests and learning styles that can provide motivation and enthusiasm for learning and generate benefits not only academically but also experience in the field. Based on the results of data processing, a descriptive picture was obtained that from the several indicators tested, it was concluded that 8.13% of students felt the benefits of learning by applying knowledge in a real practice, namely they were given the opportunity to demonstrate their ability to develop ideas and think ahead. By having the following attitude:

(1) Decision Making: A student entrepreneur must be able to make decisions independently. They need to be able to analyze situations, evaluate available options, and make the right decisions for their business. This capability enables them to overcome challenges and make strategic decisions for business growth. (2) Initiative and Creativity: Independence encourages student entrepreneurs to develop their own initiative and creativity. They must be able to generate new ideas, find business opportunities, and develop unique marketing strategies. By relying on independence, they can find new ways to solve problems and differentiate themselves from competitors. (3) Time and Priority Management: As a student entrepreneur, independence is needed in managing time and managing priorities. They must be able to allocate time efficiently between coursework, business development, and other activities. With independence, they can make effective schedules, set priorities, and maintain a balance between their studies and business. (4) Independent Study: A student entrepreneur must have a strong desire to learn independently. They must be able to seek new knowledge, develop the necessary skills, and stay up to date with the latest trends in their industry. Independence in learning

enables them to stay relevant and compete in a fast-changing business environment. (5) Risk Taking and Resilience: Student entrepreneurs must be prepared to face risks and challenges in their business. Independence allows them to take measured risks, deal wisely with failures, and learn from their experiences. They must have mental resilience and strong self-motivation to keep going despite facing obstacles and difficulties. (6) Networking and Collaboration: Although independence is key, a student entrepreneur must also be able to network and work with others. They should be able to find mentors, business partners or colleagues who can provide support, insight and new opportunities. In business, independence is required to take steps, but collaboration can expand opportunities and provide greater benefits.

CONCLUSION

Seeing the minimum standard of two percent of the population, one must work as an entrepreneur. Indonesia currently has a population of around two hundred and fifty million people, so there should be approximately five million entrepreneurs. When compared with countries in Asia, Indonesia is still far from Malaysia with a percentage of five percent, Singapore seven percent, Thailand four percent, and Vietnam around three percent. Indonesia has great potential in growing and developing new entrepreneurs. Based on statistical data, by 2030, Indonesia is expected to have a productive age population of 60 percent, with 30 percent being young people with the potential to become entrepreneurs. Based on the Indonesian Government's vision to make Indonesia the largest digital economy country in Southeast Asia in 2020, with one of its focuses is strengthening local business actors which include Micro, Small and Medium Enterprises / MSMEs and local Start ups. From this, the government needs to intervene to provide legal certainty and protection without turning off innovation, and the need for a movement that involves all levels of society. The development of information technology that cannot be avoided, not only helps us to live a more modern life but the business world is also helped by the information technology that is currently developing. Referring to several regulations issued by the government, in this case the Muhammadiyah University of North Sumatra also fully supports how to follow up on the readiness of graduates to carry out their activities as young entrepreneurs in order to reduce more and more unemployment.

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