

The Entrepreneurship Curriculum Development and Implementation from Tarumanegara University to Students of SMK Triguna, South Jakarta, Indonesia

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Abstract

It is essential in obtaining and developing a business so as to increase company profits to ensure the sustainability of the next business world. Business is usually identified with obtaining the maximum profit or as much as possible so as to be able to continue to develop the business world that is occupied. The concept of selling itself is not only focused on selling goods and services. The new concept emphasized the ability of business actors to meet consumer needs so that they can achieve a good level of customer satisfaction. Therefore, it takes the ability, knowledge, motivation, confidence, and skills needed to achieve the goals of the business world. The educational model was chosen during the implementation of Inquiry Learning and Problem Based Learning. The students were carried out in 1 hour 15 minutes to understand the mathematical model of the business world forecasting, and there were games and questions and answers. Management skills should also be obtained from mathematical analysis of a simple framework or problem. From this introduction to consumer needs, a conclusion can be drawn to understand existing customer demand patterns. This can develop business startups to capture patterns of customer demand in meeting customer satisfaction.

Keywords: *Business Forecasting, Marketing and Selling, Entrepreneurship*

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Introduction

In the business cycle of goods and services, it is critical to stay afloat and profit in trading activities. With the current conditions of intense business competition, it is influential to know the development of similar businesses and other business competitors. Activities in the struggle for market share and loyal or loyal customers are normal. In Umar (2002)'s writings, there is a statement about the importance of a company understanding the size and scope of the market it wants to enter when goods and services produce to be sold or marketed.

It is influential to be preserved or increase company profits as a company goal should achieve continuously. Efforts usually activate in increasing company profits are acquired and guide consumers. In addition, the ability always to dominate the existing market. In Gitosudarmo (2008)'s writings, this trading ability cannot release from the task of the company's marketing department to run good planning in taking advantage of living opportunities in the market so that advantageous market position can constantly improve.

Hayani (2012) states that strategic planning is a condition or the most influential factor on entrepreneurs in determining which strategy can be a reference in achieving the goal of establishing a business. Strategics can also say like a continuous process in substantial planning in operating fund management activities, so the company runs well to achieve company goals.

Kotler and Armstrong (2012) state that marketing is a managerial social activity or process in which some individuals or groups get what they need and want in producing goods and services process or exchanging goods and services that have value with other several parties. Sunyoto (2012) wrote that marketing is an understanding of the needs and desires of consumers for goods and services that are suitable for consumers, so the goods and services can sell in the process. Therefore, the seller must be capable of understanding the core of the main issues in his expertise. In addition, be able to produce the appropriate concept of what the company should do in planning strategies company goals.

Strategic planning is essential in attaining the success of a business, so the marketing field has a substantial role in achieving business goals. Assauri (2007) states that marketing is an intended process to meet customer wants and needs in exchanging the activity goods and

services. Therefore, companies must carry out marketing activities that understand customer needs and projections of future customer demand to obtain the maximum profit.

Buying or selling activity or process is part of the entire marketing strategy in detail, which can divide into production activity, promotion, and change of owned products and services. However, for several products is possible to take advantage of the sales strategy to be followed by a more considerable marketing concept. The activities carried out in community service are more focused on calculations to understand the tendency of the number of sales which are the core of the company's profits.

Literature Study

Marketing and Sales

Most people understand marketing as a sales or promotional activity. Sales and promotional activities are indeed part of all activities in marketing planning. But marketing should have a more significant meaning and be more extensive than just sales and promotional activities.

Stanton, 1995 and McDonald, M., & Payne, A, 2006 wrote that marketing is all systems that have a relationship with the process of business activities. The objectives are planning, pricing, and activities of advertising and distributing products or services intended to satisfy customer wants and need accrual and potential. The field of marketing scope is vast. Various process activities must be carried out to generate income for products and services left in customers' hands. The entire range of activities in that marketing area from planning, pricing, advertising, distributing products can be more efficient.

In the sales concept, the emphasis is on the seller's needs, which means the focus of activities is to sell goods and services only. This old concept is implemented for products that are not favourites. In this case, the seller's goal is to sell what they can produce rather than make products and services that the customer desires. Because it takes extra hard work to get results, sales are intended to achieve goals.

Marketing concept intended in the long term to achieve profit goals, the company practices marketing concepts always to maintain good relations with customers. The old sales concept is different from the marketing concept, which has an image of providing satisfaction for sellers and customers. This marketing concept is believed to achieve more effective business success

and produce, contribute, and offer communication results on values obtained by the customer in satisfying themselves.

The marketing concept contains three basic principles: 1. The planning and operations are oriented to the needs and desires of customers or consumers. 2. All marketing activities are carried out in an integrated manner. 3. Meet or achieve company goals and provide maximum customer satisfaction.

Sales Forecast

Forecasting is an activity that considers predictions that will occur in the future; calculations are made based on past data. So the scientific method and qualitative method that is carried out systematically. Forecasting produces forecasts in the future so that it does not produce excess stock of goods or delay or lack of supply under certain circumstances. The forecasting determination method results can be used to determine the amount that should be manufactured. (Makridakis, 1993; Syntetos, & Boylan, 2005)

Entrepreneurship Education

Based on Permendikbud Number 65 of 2013 concerning process standards, learning models prioritised in the 2013 curriculum are inquiry-based learning, discovery learning, and problem-based learning. It is worth noting, for example, that policies that are designed for one purpose (e.g. the Bayh-Dole Act) can have an impact on entrepreneurship education indirectly, either positively or negatively (Mowery & Sampat, 2005). Entrepreneurship education' provides a means through which institutional culture can shift, enabling a more appropriate environment within which commercialization and academic entrepreneurship can occur (Jacob et al., 2003)

Inquiry Learning

Inquiry learning is a form of learning that uses computational learning math. Learning with the basis of mathematics does provide robust calculations in doing business in the future. (Edelson et al., 1999). Collaborative inquiry learning is one of the most challenging and exciting ventures for today's schools. It aims at bringing a new and promising culture of teaching and learning into the classroom where students in groups engage in self-regulated learning activities supported by the teacher (Bell et.al., 2010).

Discovery Learning

Discovery learning is a learning activity that allows the discovery of meaningful things. There are stages of work discovery learning: a. Stimulation, b. The problem statement, c. Data collection, d. Data processing, e. Verification, f. Generalization. (Lefrancois, 1986; Simamora & Saragih, 2019) Scientific discovery learning is a highly self-directed and constructivistic form of learning. A computer simulation is a type of computer-based environment that is well suited for discovery learning, the main task of the learner being to infer, through experimentation, characteristics of the model underlying the simulation (Jong & Joolingen, 1998; Chang et.al, 2008)

Problem Based Learning

Problem-based learning is a learning process aimed at gaining motivation for students to recognise various daily problems in real life and solve them; this is caused by learning that the participants go through educated (Wood, 2003). Problem-based learning has five characteristics that distinguish it from other learning models: 1. Learning is student-centred. Namely, the learning process focuses more on students as learners. The theory of constructivism in the problem-based learning model requires students to develop their knowledge through several activities that they will do, 2. Authentic problems from the organising focus for learning. The issues presented to students are genuine to efficiently understand problem issues and apply them in their professional lives. 3. New information is acquired through self-directed learning. In solving the problem, maybe students don't know and understand all the prerequisite knowledge, so students try to find their own through the source, either from books or other information. 4. Learning occurs in small groups so that scientific interactions and exchanges develop knowledge collaboratively; PBM is implemented in small groups. The group created demands a clear division of tasks and clear objectives. 5. Teachers act as facilitators. In the implementation of PBM, the teacher only act as a facilitator. The teacher must continually monitor progress in student activities and encourage them to achieve the targets.

Project-Based Learning

Project-based learning focuses more on the learner in complex issues and requires an investigative activity and a thorough understanding of the investigation results. This learning process guided students through innovative or collective actions in using all materials curriculum. It allows students to explore the material learning from various theories or

materials that can be used in the process application in industry and business to produce specific learning meanings for themselves (Krajcik and Blumenfeld, 2006).

Method

The implementation of this training is divided into four parts in Figure 1: introduction to entrepreneurship, business games, discussion of sample questions, problem-solving, and honing business planning skills.

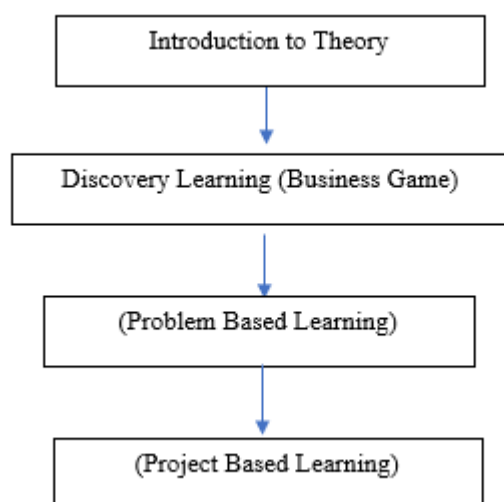


Figure 1. Entrepreneurship Training (Gozali et al., 2020; Gozali et al., 2021)

Entrepreneurship Curriculum Development

Triguna Vocational High School is a vocational high school specialising in establishing students in business and management. Located in South of Jakarta. this SMK was founded in 1956 to answer the challenges of implementing the results of entrepreneurial learning for the success of its students' independence in the future.

In general, developing entrepreneurial attitudes and skills form the growth and development of a robust entrepreneurial spirit from students who can start a business according to their potential and the needs of the business world. Therefore, the micro abilities required are self-confidence, the ability to solve problems, making proper decisions based on the correct values, and being good process-oriented. The right tasks and results, daring to take risks, having a vision for the future that is good and able to think creatively and be able to self-development, an innovative business based on spiritual and social values, and local culture.

Based on the results of the needs in the field, the following are the competency missions: should be the attention of all study programs/areas of study in SMK Triguna. The Self-awareness from students to become people of good character, behaviour development, respectable and able to develop their talents and potential which he has independently. b. Produce skills, works, and abilities from learning entrepreneurship subjects that form productivity and excellence in the business world. c. Mastering the needs and knowing the situation and condition of the environment and the world business becomes an inspiration to start a business. d. Determine the type of business that will be carried out carefully according to market potential & environment. e. Have the courage to take measured risks to develop a potential self-implementing business based on careful planning.

Implementation of Community Service in SMK Triguna 1956

On this occasion, the Community Service (PKM) activity chose SMK Triguna 1956 as the target for its implementation. The PKM with the theme "Business Forecasting Learning" involves the participation of lecturers and several 4th-semester students of Industrial Engineering at Tarumanegara University, namely: Lina Gozali, S.T., M.M., PhD, Laurencia Tiffany, Jennifer Juyanto, Evera Olivia, and Vanecia Marchella. The chosen theme is expected to help high school students get to know the world of entrepreneurship and understand the estimated products that must be produced or sold in terms of the number of requests that exist in the community.

The implementation was carried out offline on Thursday, March 24, 2022, at the Triguna 1956 Vocational School school building and was attended by 15 grade 12 students and one accompanying teacher. This learning model activity received an excellent response from the students and teachers of SMK Triguna 1956, who attended. They even hoped that there would be more activities like this.

The activities began with guidance by the Triguna Vocational School 1956 educator was then taken over by the PKM implementing lecturer. Next was a video screening about the world of business and entrepreneurship, followed by a presentation of the material and closed by playing games and answering quiz questions about the material that had been previously presented. Students who managed to answer the questions correctly get prizes. As a result, three students in grade 10 worked to answer the quiz correctly, and 18 students could solve the calculation problems correctly. Finally, after approximately one hour and 15 minutes, this PKM activity

reached the end of the event, which was closed with a group photo as documentation. Congratulations to the winners. We hope that the benefits and good intentions of this activity can be helpful to all students who have completed this training.



Fig 2. Implementation of Entrepreneurship Training at Triguna Vocational High School, South Jakarta



Figure 3. Picture with the whole teacher and student in front of the school

Conclusion

Entrepreneurship subject matter is not only theory taught to students, but students are also plunged into the field and better-added practice material. Entrepreneurial learning is expected to foster awareness, understand the needs of the business world, generate desires, and cultivate abilities to show success in the business world based on knowledge and skills fostered. The implementation of this training is divided into four parts: the introduction of the world of entrepreneurship, business games, discussion of problem examples, and problem-solving and honing business planning skills.

The expertise to build networks with alumni or business actors is also not an ability that can be underestimated. The power of self-recognition, the introduction to the business world, the ability to solve problems, make decisions, leadership skills, discipline, the ability to do business planning, and risk-taking ability that is not separated from the socio-culture that applies in the local environment.

Management skills are also based on mathematical analysis of simple models or problems. Data collection and data processing can be taken to conclusions to understand the pattern or pattern of consumer demand. This result helps start-ups understand the way of consumer demand in fulfilling consumer satisfaction.

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