

Training on Business Planning Strategy for Millennial Enterprises in Hellomotion High School



Pajar Amin

S1 Accounting study program, Pamulang University

ABSTRACT: At present, technology support makes entrepreneurs use resources more efficiently, reaching customers more effectively. Seeing the entrepreneurial abilities of millennials today, researchers want to help the millennial generation realize entrepreneurship by conducting training in making entrepreneurial business proposals. The activities carried out are to generate interest in becoming young entrepreneurs, then encourage students to deepen specific knowledge and skills in the field of technology, and provide knowledge in the field of business proposals. Researchers conducted research-based methods in the form of training to train and direct the millennial generation. Where in its implementation it involves Hellomotion High School students in making detailed business proposals, right on target, efficient and easily digested by investors or capital supply centers. With a business proposal, the millennial generation will be encouraged to solidify their interests with business skills and sensitivity. The results of this training were 95% of the participants were able to make business proposals with measuring tools that were right on target, efficient and easily digested by investors or capital supply centers.

KEYWORDS: *millennial generation; technology; business proposals*

INTRODUCTION

A business proposal is a framework that is structured systematically from a business idea, an explanation of a product, a production plan, provision of resources, marketing efforts, to access to capital resources. The training method and implementation of this business proposal training are tailored to the capacities of students at the senior high school level. The main objective of this entrepreneurial business proposal training is to train students to think comprehensively in developing creative business ideas, so that the development of ideas becomes more realistic and easier to realize. From previous research on the importance of creativity in creating a business idea, it is explained that a strategy can create business opportunities, where people who have creativity will look for business opportunities with certain strategies. The definition of creativity in this case is the ability to develop new ideas so that new ways of seeing problems and opportunities are found (Zimmerer et.al 2008). In connection with the above, by training adolescents to develop business ideas in a more comprehensive format, it will encourage students to think creatively more fully because they consider more aspects, not only making attractive products but also having competitiveness.

Appreciation for adolescents who are valued for their various strengths, fosters self-confidence in adolescents. With the growth of selfconfidence in adolescents known as the millennial generation, they can further develop their interests and potential. When interests, talents and potentials grow, that way children are ready to become entrepreneurs who have original ideas, are able to solve problems and can provide breakthroughs as well as solutions to every problem. Providing opportunities for children to learn to do business or entrepreneurship from an early age is not only oriented to making and earning money. The ability of entrepreneurship from an early age in the millennial generation is more to train independence, by relying on creativity. Kak Seto rejects the notion that a child who learns business from a young age will become a "money man"

Becoming an entrepreneur is one step to achieve success. Of course, everyone wants to be a successful entrepreneur. Risks and too long business planning often become obstacles to the success of these business activities. Currently, the result of such a large growth in the workforce has an effect on the job opportunity ratio and high unemployment rates, especially in the current Covid-19 pandemic. The activities carried out are to generate interest in becoming young entrepreneurs, then encourage students to deepen specific knowledge and skills in the field of technology, as well as provide knowledge in the field of business proposals.

METHOD

On this occasion, referring to previous research that a lecturer in his learning must be able to create a pleasant learning situation and at the same time make students actively participate. Therefore, through the application of the Problem Based Experience and

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Experiential Learning Methods in lectures, it is hoped that these results can be fulfilled (Koesworo & Triwijayati, 2018). In this training, students are invited to learn by looking at the real situation or existing or contextual problems. The stages of the problem-based experience method are as follows: (1) dynamics of group work; (2) Investigate independently; (3) Reaching a level of understanding; (4) Realizing true entrepreneurship. This method is different from the direct learning system which is usually more of a lecture method. In this problem method, the trainers, in this case the community service lecturer team, are required to be creative and skilled in expressing ideas about entrepreneurship. The role of the training team for the preparation of this proposal is to present an idea of a real problem in the entrepreneurial world during the Covid-19 pandemic. In addition to presenting entrepreneurial ideas, the role of the community service lecturer team is to ask questions that provoke creativity and imagination from students in determining what type of entrepreneurship is suitable for the millennial generation.

Hellomotion High School partners in this event. Senior high schools that care about a curriculum that prioritizes creativity. Specifically, Hellomotion High School states that Hellomotion High School is present in the midst of concerns about the lack of a regular curriculum that puts too much emphasis on academic aspects in its education pattern. Hellomotion High School is a private school that has the aim of recreating a school that does not only prioritize academic aspects alone, but also equip students how to learn with the concept of design thinking. In the concept of design thinking, students are required to be able to solve problems in their environment with reason, soul and taste (aesthetic approach). With Intellect, soul and taste possessed by humans who are not really smart robots who are soulless and have no taste. Through a touch of taste, the best graduates are produced who are more humanist and also more creative in facing the times. Business proposal training materials are related to the actual situation where the training participants are high school students from Hellomotion High School. The training participants are 30 (thirty) class XI (eleven) students. The training material presented by the researchers in the form of a zoom class meeting is expected to encourage participants to use the knowledge they have as members of the community who will be involved in the community as well as open employment opportunities for the surrounding community. Implementation on November 24, 2020.

RESULTS AND DISCUSSION

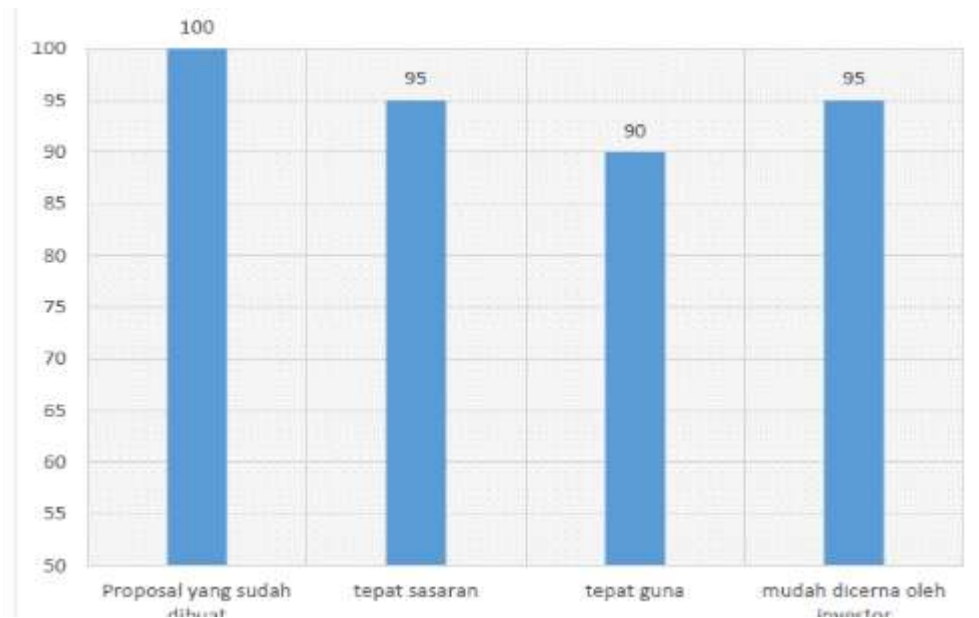
According to the above statement, generating interest and inspiring students to become entrepreneurs requires processes and stages that aspiring entrepreneurs need to go through. These stages are important to go through because they are part of the process of forming enthusiasm, mental and creative thinking processes which also need to be based on technical entrepreneurial knowledge and skills.

Based on the main problems of partners described earlier, namely the need to further enrich the development of creative business ideas with more comprehensive considerations, the solution given to partners is to help partners dig deeper into the interests of students to become entrepreneurs. Take one class from class XI, and provides insights into the development of business in the last decade and how technology has played a role in driving young entrepreneurs to success. Encourage students' interest and creative ideas as outlined in a mini paper containing product or business ideas that will be submitted one week later, Reviewing the mini paper that has been collected and selecting the best business idea to be awarded an award in the form of a certificate and the opportunity to participate in training. Making effective business proposals., Implementing training for making effective business proposals for students.

One of the driving factors for entrepreneurship is through entrepreneurship training. Training is an activity carried out to improve knowledge, skills and attitudes to improve current and future performance (Mondy & Noe in Suhartono and Raharso, 2003). There are several stages in training. The first stage is the stage to determine what needs must be accommodated in the training including the format and design of the training to be implemented. The second stage, implements all decisions about training that resulted from the first stage. The third stage is to ensure that the training carried out has reached the specified targets or the extent to which the effectiveness of the training can be achieved.

The average of indicators for the success of training for business proposal preparation for millennials is 95% (Ninety five percent). So for beginners who want to be entrepreneurs or who are already entrepreneurial in this millennial era, they are required to be more creative and innovative. Always showing new innovations all the time. Things that can be accepted among millennials, can take advantage of sophisticated technology in this millennial era. Seeing business opportunities that can enter circles in the millennial era. Entrepreneurship also requires a strong resilience to welcome obstacles and failures. Not all entrepreneurs go through a smooth process.

The graph of the achievements of this training is as shown in below.



CONCLUSIONS

Having a business proposal by the millennial generation will encourage strong interest and ability to see business opportunities. The activities that have been carried out above are able to generate interest in becoming young entrepreneurs, then encourage students to deepen special knowledge and skills. From the 30 participants, the percentage is obtained accordingly. Discussion above. So the researchers concluded that the results of this training were obtained 95% in accordance with the specified indicators. By training adolescents to develop business ideas in a more comprehensive format, it will encourage students to think creatively more completely because they consider more aspects, not only making attractive products but also having competitiveness. Becoming an entrepreneur is one step to achieve success. Of course, everyone wants to be a successful entrepreneur. Risks and too long business planning often become obstacles to the success of these business activities. Currently, the result of such a large growth in the workforce has an effect on the job opportunity ratio and high unemployment rates, especially in the current Covid-19 pandemic.

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