

Social Entrepreneurship Training for Beneficiary Families in Sundajaya Hilir Village: *Pejuang Muda* Best Project

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Abstract

Pejuang Muda is a program initiated by the Ministry of Social Affairs in collaboration with the Ministry of Education, Culture, Research, and Technology and the Ministry of Religion of the Republic of Indonesia as a welcome form of the Merdeka Learning Campus Merdeka (MBKM) program. The purpose of *Pejuang Muda* is to carry out learning outside the campus to produce students who have problem solver cycle skills, identify problems, plan programs, and implement programs. The learning was carried out in two parts, namely learning General Materials through online/online and Team Based Projects. *Pejuang Muda* program was focused on several categories, namely 1) Development of social assistance programs, 2) Empowerment of the poor and the elderly, 3) Healthy lifestyle and environmental hygiene and 4) Facilities for public use. This article intends to report the results of the implementation of social entrepreneurship training activities for members of Beneficiary Families (KPM) Sundajaya Hilir Village, Baros District, Sukabumi City. This activity was one of the learning outcomes in Project Based activities. The training was carried out using the problem solver cycle method which consisted of 3 steps; identify problems, plan programs, and implement programs. Based on the evaluation results, it is known that through the training activities the people of Sundajaya Hilir village feel motivated to make an effort to raise the family economy

***Index Terms*— Beneficiary Families (KPM), Merdeka Learning Campus Merdeka (MBKM), *Pejuang Muda*,**

I. INTRODUCTION

The intension of this writing is to report one of the activities conducted by *Pejuang Muda* in Sukabumi City. To start with, it is necessary here to clarify exactly what is meant by *Pejuang Muda*. *Pejuang Muda* is one of the 8 (eight) Merdeka Learning Campus Merdeka (MBKM) program contained in the Merdeka Learning Guidebook-Campus Merdeka published by the Directorate General of Higher Education, Ministry of Education and Culture (Published in 2020).

This program was implemented by means of college collaborating (internships) at the Ministry of Social Affairs to support its programs. According to the Minister of Social Affairs, Tri Rismaharini, the idea of the *Pejuang Muda* of the Ministry of Social Affairs is how to produce students who can understand in detail (why) poverty occurs and how to solve it by finding the root of the problem. Meanwhile, the Minister of Education and Technology Nadiem Anwar Makarim said that *Pejuang Muda* is a program contains all the stages in the problem solving cycle. Starting from identifying problems, planning programs, to implementing them. It is not a social assistance program but a social empowerment program and a social entrepreneurship program. So the students would build a social startup, but not for business but for social purposes [1].

Merdeka Learning-Independent Campus is a policy of the Minister of Education and Culture which aims to encourage students to master various sciences to enter the world of work [2]. The Independent Learning Policy-Independent Campus is in accordance with Permendikbud Number 3 of 2020 concerning National Higher Education Standards. Independent learning provides opportunities for students to learn independently and be responsible for themselves [3]. Students have the right to take part in learning outside the study program on campus and off campus in various activities such as student exchanges, internships/work practices, teaching assistance in educational units, research, humanitarian projects, entrepreneurial activities, independent studies/projects, and village building/ Thematic Real Work (KKNT). The involvement of students in these activities can provide a learning experience as a provision in leading them for social life in society [4]; [5].

Merdeka Learning Campus Merdeka (MBKM) is considered relevant and appropriate to be applied in the current democratic era. Independence means that this programs are able to be applied in the educational process such as in the lecture process at universities in which the students are given a right to choose the eight independent study programs offered by the ministry, where students are given the opportunity to attend lectures outside the study program at the same university for one semester or the equivalent of 20 credits [6]. This program is expected to be able to improve the competence of graduates, both soft skills and hard skills, to be more prepared and relevant to the needs of the times and also to prepare graduates as future leaders of the nation who are superior, moral ethic, and have noble character [7].

As one of MBKM's products, *Pejuang Muda* is a social laboratory for students to apply their knowledge and skills to make a concrete social impact. Through this program equivalent to 20 Semester Credit Units (SKS), students are challenged to learn from residents while collaborating with local governments, community leaders, local religious leaders and all social mobilizing stakeholders in the region (pejuangmuda.kemensos.go.id). One of the programs that challenge the creativity, collaboration, and critical thinking of students in *Pejuang Muda* program is that students are given the task of designing and realizing an activity that can help the local community improve social welfare which for their Best Project activity during conducting the program.

The learning was carried out in two parts, namely learning General Materials through online/online and Team Based Projects. *Pejuang Muda* program was focused on several categories, namely 1) Development of social assistance programs, 2) Empowerment of the poor and the elderly, 3) Healthy lifestyle and environmental hygiene and 4) Facilities for public use. The students were distributed to the remote areas over Indonesia. Together with the Ministry of Social Affairs, college designed and executed relevant social programs for the area. Students also designed digital campaigns to support the social programs being run.

Social Entrepreneurship Training is one of the activities in the series of *Pejuang Muda* Best Project in Sukabumi City as an effort to provide solutions to the economic problem faced by the people of Sukabumi City, especially by the Beneficiary Families (KPM) in Sudajaya Hilir Village who belonged to The Family Hope Program (PKH) program. PKH is a program of providing conditional social assistance to Very Poor Households (RTSM) since 2007 [8].

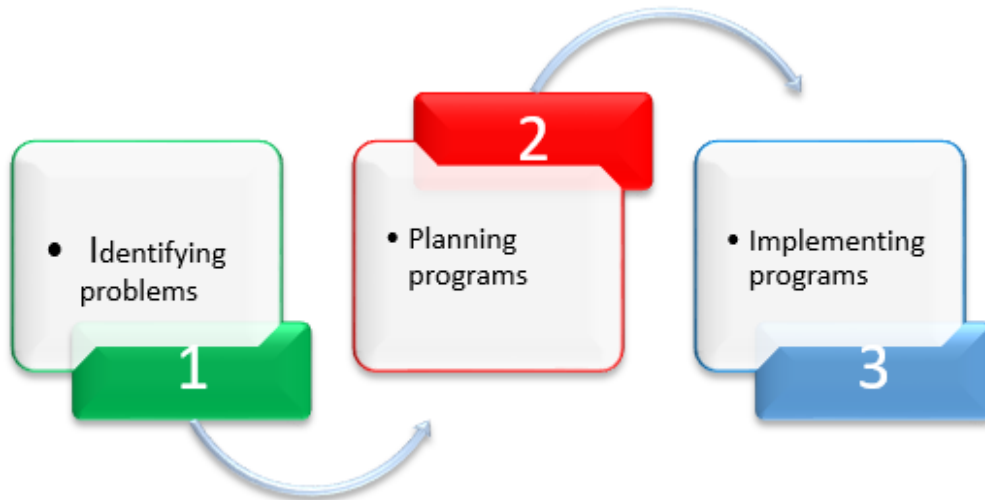
Based on the results of field assessment did by *Pejuang Muda* that problem was caused by several things. First, it was caused by the Covid-19 pandemic. This pandemic occurred at the end of 2019 [9]. The Covid-19 pandemic was significantly impacted on economic activities [10]; [11]; [12]. In addition, the no maddens work of the Beneficiary Families (KPM) of social assistance such as casual daily laborers and construction workers is becoming increasingly difficult due to the limited activities of the community due to the pandemic. This makes the Social Assistance Recipient Families (KPM) do not have sufficient income to meet their daily needs. Third, even though they get the social assistance from the government such as the Family Hope Program (PKH) and Non-Cash Food Assistance (BPNT)[13]; [14], yet it is not regularly distributed. This problem forced them to find a solution to increase their income. Nevertheless, their lack of skills and creativity to work made them difficult to find a permanent and high salary job. As the result, they tend to go to the debtors to borrow some money that was cause the new problem occur since they were always late to pay back the loan for they were lack of income.

Implicitly, it can be seen that the Beneficiary Families (KPM) Sudajaya Hilir want to do something to create an income, yet they do not know what should they do since neither they don't have good skills to apply for a job nor they don't have a creativity to run for business. This condition was worsen by the lack of their capital. From all the data and information that has been gathered from the field assessment above, *Pejuang Muda* had an idea to find a solution to help the community of Sundajaya Hilir to solve the problem dealing with economic by providing them a community empowerment program called WARUGA which consists of training for Beneficiary Families of the Sudajaya Hilir social assistance program.

The community empowerment program was chosen to solve the above economic problems is to hold an outreach program to KPM Sudajaya Hilir in the form of social entrepreneurship training. This training was chosen because there have been many studies that have proven the effectiveness of social entrepreneurship in improving the family economy such as [15];[16];[17]. Social entrepreneurship is a concept used to find solutions to social problems through a business approach [18]; [19]. This article aims to describe the implementation and results of Social Entrepreneurship training at the KPM Sundajaya Hilir group as one of the Best Projects of *Pejuang Muda* in Sukabumi City.

II. Method

The method used in this community empowerment program is in the form of counseling conducted face-to-face to members of the Sudajaya Hilir Beneficiary Family (KPM) carried out by the Sukabumi City *Pejuang Muda* team. This activity was carried out on December 17, 2021. The activity was carried out through three stages adopted from Makarim's stages ide in the problem solving cycle, namely identifying problems, planning programs, and implementing the program. Each stage of this training activity is described in detail as follows:



**Graphic 1. The Stages of Social Entrepreneurship Training by
Pejuang Muda of Sukabumi City**

1. Identifying Problems

In conducting the problems identification, several things were carried out as follows:

a. Initial Survey

The first stage in this outreach activity is to conduct a survey that aims to determine the place and participants in the training activity so that they can identify urgent problems to be resolved.

b. Identification of problems

At this stage, identification of existing problems is carried out. Like the subject of the trigger for the decline of the Sundajaya Hilir community's economy.

c. Needs analysis

After the problem is identified, the next step is to conduct interviews with partners. This activity aims to reveal that the community is aware that they have problems that need to be resolved together.

d. Planning

After carrying out the needs analysis stage, the next stage is to develop a program consisting of a plan of activities to be carried out during the extension.

e. Formulation of Success Indicators

Success indicators can be seen from Partners understand that they have problems economically. Partners get information on business opportunities that can be done easily and simply for economic improvement.

f. Program Socialization

The socialization of the program is the stage of conveying the aims and objectives of the implementation of outreach activities to the Sukabumi City government, the Sundajaya Hilir village government and the Sundajaya Hilir community.

2. Planning the Programs

a. Needs analysis

After the problem is identified, the next step is to conduct interviews with partners. This activity aims to reveal that the community is aware that they have problems that need to be resolved together.

- b. Planning
After carrying out the needs analysis stage, the next is to develop a program consisting of a plan of activities to be carried out during the training.
- c. Formulation of Success Indicators
Success indicators can be seen from participants understand that they have problems economically. Participants information on business opportunities that can be done easily and simply for economic improvement.
- d. Implementation of the Programs
After the team drafted the training activity plan, the program implementation was carried out based on the program schedule that had been previously planned. The program is carried out in three activity sessions; opening, presentation, and discussion.
 - a. Opening
Opening session was used to give an opportunity for the committee, the stake holders, and the government to deliver their welcoming speech toward the program.
 - b. Presentation
Presentation session is the core activity of the program in which the coach or the trainer acknowledged the participant on the subject matter being addressed.
 - c. Discussion
This session was used to discuss about the issued had been presented.

III. Result and Discussion

The implementation of Social Entrepreneurship training activities for the Sundajaya Hilir community was carried out on December 17, 2021 from 13.00-17.00. The service activity involving fifteen KPM members in Sundajaya Hilir Village took place in 3 stages of activity, namely: a) preparation of social entrepreneurship training activities, b) implementation of social entrepreneurship training activities, c) evaluation of social entrepreneurship training activities. For the implementation stage, teaching assistance activities are held through 3 sessions: a) Opening, b) Presentation, c) English teaching practice. Each session is described in detail as follows.

a. Opening

This training activity began with an opening ceremony which was attended by the City Government, community leaders, local religious leaders and all social mobilizing stakeholders in Sukabumi City (Figure 1). There were some welcoming speeches in this session.



Gambar 1. Opening Session of the implementation of Social Entrepreneurship Training activities of *Pejuang Muda* of Sukabumi City

The first speech was delivered by Raja Ibnu Pamungkas, a student of the Social Welfare Program at the Faculty of Social and Political Sciences, Pasundan University, as the chairman of *Pejuang Muda* of Sukabumi City. In his speech, Raja conveyed the background that inspired the design of the Training activities and the hope that the training would not stop just as training, but that the trainees could implement the results of the training in real life.

The second speech was delivered by the Head of the Sukabumi City Social Service. The third speaker was given by Mrs. Yayah Ratnaningsih, S.Pd., M.M, Head of the Community Empowerment Section. After that, the Head of the Development Section for the Sundajaya Hilir Village, Mr. Yanuar Kristi, S.Kom., and the last was the Coordinator of the Family Hope Program for the City of Sukabumi and the Beneficiary Families (KPM) of the Sundajaya Hilir sub-district as potential trainers for the WARUGA program, and HR PKH (Figure 2).

In general, the Sukabumi City Government welcomes the arrival of the *Pejuang Muda* team in Sukabumi City. They also responded positively and gave full support to the programs and activities carried out by *Pejuang Muda*. They hoped that after this training the people of Sukabumi City, especially the people of Sunda Hilir Village, would get enlightenment about the business opportunities that they could do so that they would be able to help increase their personal income. Thus, they indirectly helped the Sukabumi City government to create a more prosperous society.

The speakers also motivated the participants to be able to apply the results of the training in their real lives. Participants were expected to be more creative and took advantage of existing business opportunities as a result of the training activities.



Figure 2. Speeches in the Opening Session of the implementation of Social Entrepreneurship Training activities of *Pejuang Muda* of Sukabumi City

b. Presentation

This training activity presented two speakers, namely Mr. Riki Rustiyawan (Picture 3) and Mr. Yanuar Kristi, S.Kom (Picture 4). The first speaker presented about Social Entrepreneurship. Quoting from Zahra et al. (2008), the speaker stated that social entrepreneurship includes activities and processes carried out to find, determine, and exploit opportunities, so as to increase social wealth by creating new businesses or managing existing organizations innovatively.

In this session the participants were informed and trained how to be a Social entrepreneurship. He added that Social entrepreneurship about how to apply a practical, innovative, and sustainable approach to have a positive impact on society, especially the lower economic class and the marginalized. Social entrepreneurship usually aims to solve economic or social problems.

There are three elements in social entrepreneurship, namely 1) Social Value. This social value emphasizes that social entrepreneurship has a role in creating social benefits. This social value refers to social problems that are solved, for example the economy, environment, health, and education, 2) Civil Society, social entrepreneurship requires the role of civil society broadly in optimizing existing social capital, 3) Innovation, is something that cannot be separated from social entrepreneurship, where this innovation can be in the form of innovation in business models, innovation in the production process, innovation in marketing, and innovation in efforts to solve existing problems, and 4) Economic Activity, Social entrepreneurship must be able to build a balance between social activities and business activities .

The speaker also explained about the goals of social entrepreneurship, the characteristics of social entrepreneurs, steps to build social entrepreneurship and examples of social entrepreneurship.



Gambar 3. The Presentation of Social Entrepreneurship

The second presentation was conveyed by Mr. Yanuar Kristi, S.Kom. On this occasion, the material presented was stylized processed cassava in the form of *Gaplek*. Here the participants were trained how to produce *Gaplek* as the cassava product.



Figure 4. Coaching on Producing *Gaplek*

Further, the presented explained that the opportunity to make processed cassava is very large, the products produced from processed cassava can be in the form of food, animal feed raw materials, one of which is industrial raw materials. West Java Province has the potential of very abundant agricultural natural resources. One of the potential abundant agricultural resources is agricultural products in the form of cassava. This is supported by BPS data in 2019 which recorded 53,680 hectares of cassava harvested area. Particularly in Sukabumi, the area of cassava planting area is around 7,000 ha and productivity is around 25 t/ha, making Sukabumi an area with abundant cassava commodities. This, of course, should be used to empower the community by establishing an entrepreneurial program by utilizing the abundant cassava commodity. However, cassava commodities have not been processed into various derivative products, but are sent directly to outside Sukabumi at a low price.

Based on the percentage of market needs and the processing process that can be done easily is processed into cassava. *Gaplek* is one of the semi-finished food products derived from cassava. Later, this cassava will be used as raw material that can be reprocessed as needed, including for a mixture of animal feed, cassava flour, bioethanol, MSG, lactic acid, yeast, paper, textiles, biopolymers, and plastics and flour modification cassava flour. The demand for dried cassava or *Gaplek* is in great demand by a number of countries in Asia and Europe, and the demand is increasing from year to year. The need for cassava from various countries reaches 60 thousand tons per month. Indonesia itself is only able to export cassava as much as 20 thousand tons every month.

Therefore, it is seen from the potential and opportunities available in Sukabumi, namely the abundant commodity of cassava and the existence of human resources that have the potential to be empowered, namely KPM Sudajaya Hilir. We designed an empowerment program in the form of a cassava production site to maximize these potentials and bridge the KPM Sudajaya Hilir to have regular activities that add value to the family's economy.

c. Discussion

The implementation session was ended by question and answer to discuss the materials had been presented. From the discussion activity, it can be assumed that the participants were enthusiast and motivated in joining the training. Some of them said that they got ideas on how to run a business and were ready to start trying a new business to help their financial problem.

IV. Conclusion

Based on the result and discussion illustrate above, the conclusions from the implementation of Social Entrepreneurship training activities it can be concluded that:

1. The target of Social Entrepreneurship training activities can be achieved properly according to planning and expectations.
2. the participant got a better understanding toward to the importance of being creative on running a business. They were also got some business opportunities information and how to start doing business for better income.
3. The participant also stimulated to be more creative in running business.

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