



Analysis Business Plan and Business Feasibility Studies to Interested Student Becomes Young Entrepreneurs in Program Study Management Faculty of Social Sciences Universitas Pembangunan Panca Budi

Mira Yosefa Siregar

*Manajemen, Universitas Pembangunan, Panca Budi, MEDAN
mirayosefas@yahoo.com*

Abstract. There are companies that produce products and services the business competition is more complex, so that more competitors there, ways entrepreneurs can attract consumers to buy products or services that are sold according to their wants and needs. The importance of understanding business planning so that business can be carried out on the right track because it's a guideline to sharpen the plans that are expected to be in accordance with the goals to be achieved. A good business plan has stages that must be done to maximize business opportunities, which is to seek business assistance funds. Information from the business plan includes the vision, mission and business objectives, financial reports, marketing strategies and detailed data sales. The understanding of business feasibility studies is related to business planning due to assessing whether or not it is appropriate for a business to be established an existing business in order to compete in the current market share. Students' interest in becoming young entrepreneurs is considered good because students as the younger generation must have a high spirit, be productive, and can be a pioneer in the world of entrepreneurship in Indonesia, especially at the University Pembangunan Panca Budi, Medan. The research aims to determine how students' understanding of business plan, and business feasibility studies relate to their interest in becomes young entrepreneur. This study uses a qualitative method with the type of description. The subjects of this study were students who were trained in the two-class business feasibility study course totaling 60 people with the sampling technique being the sensus sample. Technical analysis data by collecting data, presenting data and conclusions. The results of the study found that there were supporting and inhibiting factors in the process of delivering material and business interests, for the supporting factors were having agile and responsive human resources, adequate facilities and infrastructure, financial conditions supporting the learning process at UNPAB, participating in extracurricular activities, lecturers giving assignments to students. While the inhibiting factors are the attitude of students who are not enthusiastic, lack of interest in learning and entrepreneurship, environmental factors of residence and friendship, low quality of lecturers without training and knowledge development and low student achievement. Guidance and motivation are needed for students to be motivated and have high competitiveness in facing the digital-based business world in the future with the progress of the industrial revolution 4.0.

Keywords: Business Plan, Business Feasibility Study, Business Interest, Young Entrepreneurs

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1. Introduction

Since pandemic COVID-19, unemployed people in Indonesia were 8.75 million with the category still high when compared to before the pandemic period, although currently the number of unemployed is 8.40 million people, which means that the unemployment rate is still high in Indonesia at this time, for the city of Medan. The level of unemployment is 10.74 million people from a population in 21 sub-districts of 2,460,858 people in 2022. Unemployment is a problem in the pace of economic development, unemployment occurs due to lack of interest and lack of community creativity in entrepreneurship, unable

to master new jobs in their fields that are adapted to current technological advances, difficult to get training and lack of skills, imbalance between work and the number of workers, the ability of job seekers does not match what the company wants, lack of education and high levels of poverty, Layoffs occur due to expiry of contracts or reductions in labor and global competition in the current free market era, there are many solutions to minimize the number of unemployed in the city of Medan today, such as by providing training to job seekers to make their own business (entrepreneurship), providing counseling to all community, providing certified training programs to prospective workers to make it easier to find and find work accompanied by improving the skills of job seekers that are adjusted to the quality of their education. Students as stewards of the nation and intellectuals are expected to be able to carry the name of the Indonesian nation to be competitive by providing ideas that can change people's lives for the better for the progress of the nation as moral strength to control social life for all Indonesian people at this time. Currently, when conducting interviews with 60 students at Universitas Pembangunan Panca Budi they are interested becomes young entrepreneurs to minimize unemployment in Medan City by understanding basic theory, practice and providing solutions to the problem of opening a business and maintaining a business by practicing Business Plan and Business Feasibility Studies in entrepreneurship in order to be competitive and survive in the market share. Student entrepreneurship means students start their own business by looking at the opportunities and threats that exist in the market share. This business feasibility study and Business Plan are very important for young entrepreneurs to see the feasibility of the business idea that will be run and to avoid business losses by seeing and determining what can and cannot be done so that they can determine priorities in business implementation of course by making a business plan, controlling the running of the business is in accordance with the initial goals of the business run by students as young entrepreneurs. Growing students' interest in entrepreneurship by increasing self-confidence, having motivation, understanding financial management systems properly, having effective and efficient time management. Young entrepreneurs today are able to prove that doing business does not wait to be old and established but must have a spirit of confidence, have a clear and directed vision and mission. Business uncertainty in the future is one thing that must be taken into account in running a business because the environment and trends in people's behavior are always changing and uncertain. A business plan must be made to make it easier for the business to be more focused and focused as a prediction of future business success. Business feasibility studies are engaged in business and business as well as various opportunities and opportunities in business activities, demanding the need for an assessment of how much activity or opportunity can provide benefits if a prospective entrepreneur is attempted. Like a business idea, it depends on the aspects or aspects of the assessment carried out. A business feasibility study has the aim of providing a decision whether a business idea is feasible or not to be implemented [1].

The management study program at the University Pembangunan Panca Budi has a vision of becoming an economics faculty that produces graduates with religious character and excellent competence in the field of economics with one of the missions of competence management of small and medium enterprises producing graduates with religious character who can create their own jobs starting from planning a business, realizing and managing and maintain the business to become a successful and competitive young entrepreneur. Management study program is one of the most popular study programs because it is considered to have great potential in producing quality graduates as entrepreneurs, salesmen, personnel, marketing experts, financial planning experts and experts in maintaining quality by having an entrepreneurial spirit and being an expert in their field. Students' interest in becoming an entrepreneur was carried out during a question and answer session and a pre-survey questionnaire of 60 students, around 70% wanted to become a young entrepreneur by opening up jobs for other people, 20% wanted to work in a company, and 10% wanted to become a Civil Servant. Of course, in this case I as a lecturer provide support, direction and knowledge in educating direct practice about business plans and business feasibility studies in making proposals, finding sources of funds, planning, organizing, directing, implementing and controlling full support of the entrepreneurial spirit of course supported by the ability of students harmonizing hard skills and soft skills in the current era of technological development. Understanding the business plan and business feasibility study is very helpful in planning and assessing whether or not a business is feasible by assessing and considering the aspects and stages and answering all the impacts and risks to minimize excessive costs and time wasted.

2. Method

The method used in this research is qualitative which intends to understand the phenomena of what is experienced by the research subject such as behavior, perception, motivation, action and others holistically and by means of description in the form of words and language, in a special context. nature by utilizing various natural methods [2] Qualitative research emphasizes quality not quantity and the data collected is not derived from questionnaires but from interviews, direct observations and other related official documents. The type of research is descriptive. Pictures and details regarding the Understanding of Business Plans and Business Feasibility Studies on Student Interests to become Young Entrepreneurs in this case in the Management Study Program, Faculty of Social Sciences, Universitas Pembangunan Panca Budi. This research was conducted at Campus 3 of Pembangunan Panca Budi University, Medan, North Sumatra, Jl. Ayahanda No.10 Kelurahan Sei Putih Barat, Kecamatan Medan Petisah Medan, 20113.

The sample in this study was Two Classes that were effective in the business feasibility study course at the Universitas Pembangunan Panca Budi Campus 3, all 60 students were directly involved in the class VI Regular 1 Cluster II D and VI Regular 1 Cluster II C. with the saturated sample technique.

Interviews are used by researchers to collect information. informants as data sources, researchers conducted face-to-face interviews in which questions, statements and responses were clearly exchanged. Interviews were conducted using an unstructured interview guide, which simply outlines the questions that will be asked during the interview. There are several ways interviews are conducted: one method uses a Business Feasibility Study Lecturer to explore or seek coverage orally, while another method is to conduct interviews orally, a way that does not interfere with the researcher's activities and the work at hand. The researcher conducts synchronous questions using the interview outline that has been prepared, but in practice, students ask and investigate the topic in depth based on the information that has been communicated by the interviewer. As part of this research, the interview method was used to determine students' understanding of business plans and business feasibility studies. A voice recorder was used by the researcher to capture all the information provided during the interview, making it easier for them to get complete coverage. Researchers keep archives permanently.

The data analysis technique in this model consists of several components that are interconnected with each other such as data collection, presentation of material and drawing conclusions and verification. Activities in qualitative data analysis are carried out interactively and take place continuously until complete so that the data is saturated. The three components are a continuous cycle, which is as follows:

In collecting data in this study, researchers used interview techniques conducted in two powerful classes, namely class VI Regular II D and VI Regular II C in the field of business feasibility studies with a total of 60 people. The interviews were recorded with a tape recorder and recorded all the information needed, the interviews were conducted by a business feasibility study lecturer who was involved in the course.

Presentation of data is limited as a collection of structured information that provides the possibility of drawing conclusions and taking action. The data presentation stage, the process is from the concept of presenting data that has been made, the existing data is entered according to the discussion and asked to all students in the business feasibility study course.

After collecting data and presenting data, the next step is to draw conclusions and verify with the aim of answering the problem formulation. In the verification step, the researcher should go towards an open conclusion. Conclusions and verification are described in detail regarding the picture of the problems in the field and provide the most appropriate solution in accordance with the facts on the ground.

3. Findings and Discussion

Classroom learning about business feasibility studies and business plan is a science that is needed in the field of marketing, even not only in the field of marketing, but also in private companies, government, finance, human resources, academics, researchers, consultants, professionals and become creative entrepreneurs who have high competitiveness. The business feasibility study aims to assess the project opportunity, whether it is feasible or not feasible to continue, while the purpose of the business plan is to achieve the goal of staying focused and creative on the goals that have been set when you first opened a business. Increase competitiveness by increasing the professionalism of HR through training and development, morale, productivity, interest in entrepreneurship to become young entrepreneurs in the era

of globalization and the current MEA market. The supporting factors for business success are having attitudes and interests, having skills, being brave to take risks, and having high creativity.

3.1 Planning Submission of Materials and Business Interest

Activities that have been planned in the business feasibility study and business planning in the face-to-face classroom teaching and learning process are intended to assist students in understanding and implementing and making decisions to open a business or maintain their business in the future. The stages in the feasibility study are the discovery of ideas, the research and research stage, the evaluation stage, the ranking of appropriate proposals, the planning and implementation stages. Consider all technical aspects because in the process of business development and operations in it must be considered first, for young entrepreneurs business feasibility studies are very helpful in avoiding all business losses. Young entrepreneurs are advised to conduct a business feasibility study paying attention to marketing strategies, paying attention to employees and financial position making it easier to reduce the risk of loss, facilitating business planning, facilitating work implementation, facilitating work supervision and work control, for prospective entrepreneurs to see the feasibility of business ideas to be pioneered and for entrepreneurs Young business feasibility studies are very helpful in avoiding all risks of business losses, such as marketing risks, namely: counterfeiting problems, brand problems, government policy problems, changes in market demand, low product performance, distribution problems and lack of promotion. Risks in finance such as: excessive production costs, excessive borrowing, debt problems, and high overhead costs. Legal risks such as: Not having legal protection, unable to develop a business, difficult to get funding and doubtful credibility. Technical risks such as: quality problems of goods and human resources, high production costs, supplier problems, theft fire problems, and inappropriate workforce placement. Risks in management aspects such as: risks to employees, unethical risks, risks of stress and poor employee health, risks in industrial relations and disputes between employees. The planning in the business feasibility study referred to in this research is: determining and selecting locations, socializing the implementation method, calculating and assessing the amount of capital, determining the implementation time, the amount of profit, and how to take supervisory actions in the event of deviations. Some interested parties in the study of business feasibility studies are investors, creditors, the public, the government and the management team.

There are three main things that become the basis for determining the creative economy business by having creativity, innovation and finding ideas or inventions. Business planning components such as describing the business with product planning as well as developing, conducting marketing strategies, conducting market research, implementing production processes, monitoring products, implementing operational systems, estimating and calculating costs and conducting work evaluations. Components of business planning include making a description of what business will be run, conducting business planning strategies, making competitor analysis for business planning, conducting development designs, planning operational and management systems and calculating financing to implement business plans, growing business interest in becoming a meaningful young entrepreneur. focus on and act on something with a happy atmosphere to be able to work independently in running their own business, the triggering factor for business interest comes from oneself or because of dissatisfaction with the work or business being run at this time, encouragement due to being affected by layoffs and due to age limitations for work in an agency or institution.

3.2 Organizing Submission of Materials and Business Interests

An organization is a group of people who have the same goals and work with each other to achieve their goals, while a business organization is an organization that carries out economic activities that aim to generate profits, such as opening a business by promoting through advertisements on television by conveying information and having the aim that the public / consumers know the products produced from producers to advertisers. Organizations change goals, strategies, job design, technology, structure, processes, capital and quality. Departmentalization in business, namely: Departmentalization of functions, products and markets also on a matrix basis. The role of the organizational structure should be able to work according to its responsibilities and authorities including having clear responsibilities, clear positions in the organization, clear relationships between divisions and departments, there must be supervision and work control. Based on the results of the interviews above, it can be stated that the organization in delivering material and business interest in learning business feasibility studies and business plans for interest in becoming a young entrepreneur is highly motivated and adjusted to the type of business organizational

structure in establishing a business or investment project.

3.3 Supervision Submission of Material and Business Interest

Supervision is carried out to monitor student learning outcomes in the teaching and learning process in the classroom. Supervision aims to determine the real expectations that will be realized for what happens, because all functions that take precedence both planning, organizing, implementing will not be effective and efficient without the function of supervision. Lecturers as supervisors always supervise the student learning process, motivate and develop the interests and talents of students as prospective entrepreneurs and entrepreneurs who have carried out business and maintain existing and future businesses. In the supervision of the lecturer as an assessor assessing student ethics, assessing student abilities, skills, asking and exploring student interests and potential, responsiveness, student responses, assessing student ability to assess whether or not a business is feasible by looking for journals then analyzed, making proposals by assessing several aspects that determine business feasibility, interests and talents, as well as assessing the motivation to become prospective young entrepreneurs who are able to be competitive in the future as a driving force and impetus for the economic growth of small and medium enterprises. In the teaching and learning process, the lecturer gives quizzes with questions and answers, discussion of problem solving, requires students to be able to analyze problems and provide solutions for problem solving in making appropriate decisions, final exams or evaluations are carried out to measure whether the implementation of learning. Based on the results of the interviews above, it shows that the evaluation stage can be measured by the purpose of the plans and directions that the researchers did before carrying out the final face-to-face examination at the final meeting at the 16th meeting. free at this time.

3.4 Supporting and Inhibiting Factors in Submission of Materials and Business Interest

Supporting Factors. Factors that support the teaching and learning process in delivering material and business interest at the Pembangunan Panca Budi University Campus 3 are as follows:

Human Resources. Human resources consist of lecturers and students, lecturers as professional educators by transforming their knowledge, developing and disseminating their knowledge, technology and art to students (students). A student is someone who is studying at a university. The success of students is not only from the knowledge transferred from the lecturer, but from experience, reading books, making friends with people who are proficient in a science. Lecturers have the task of carrying out education, research and community service as well as planning, implementing the learning process, providing motivation and assessing and evaluating student learning outcomes. Other factors in the teaching and learning process are factors of attitude and personality of lecturers and students' attitudes, emotional and social factors of lecturers and students, intelligence factors, and environmental factors where students study.

Facilities and Infrastructure. Facilities and infrastructure to support the teaching and learning process face-to-face (offline) on campus are having a campus building that is easily accessible to students which is close to the highway and lots of transportation accommodations passing by, has sufficient lighting, the campus has class sizes with class sizes allows the lecturer's voice to be heard clearly, the campus has air circulation with good ventilation, has a writing desk and bench/chair as a place for students to write, a library that is well organized and managed, has study books or dictation, has learning media with the application of technology that sophisticated and adequate such as laptop (computer), projector, OHP, White Board, Marker, Eraser, Transparent. With adequate facilities and infrastructure, the achievement of learning objectives can run regularly, smoothly, effectively and efficiently.

Financial Situation. The financial condition of the university resulted in the teaching and learning process being hampered due to the lack of university sources of income, financial management was not managed properly, financial irregularities were found by related individuals, the need for greater infrastructure development, and the addition of educational facilities, the better the financial condition of the university, the better the management of the learning process. higher teaching. Likewise, the student's financial situation, whether it is the result of work or the delivery of parents to their children. If their children study well, parents will also be loyal to help their children educated.

Extracurricular Activities. Extracurricular activities have an important role in helping students to broaden their knowledge about the courses taught by the lecturer, or can help students in channeling the talents, potentials and interests they want and need.

Assignment. Assignment is a way for lecturers to teach with planning activities between students and lecturers regarding a subject that is completed in accordance with mutual agreement with a time determined by the lecturer.

Inhibiting Factor. The factors that become obstacles in teaching and learning activities in the delivery of material and business interests at the Pembangunan Panca Budi University Campus 3 are as follows:

Attitude Student. The attitude of students in responding to learning both positively and negatively, this is where the role of the lecturer in seeing the problems that occur with students in the class such as being lazy, sleepy in class.

Interesting Student. The great desire for something is influenced by the curiosity of students in the learning process in the business feasibility study course in the classroom.

Environmental Factors. Environmental factors are closely related to the environment around the house, such as friendship, if A is diligent then B will automatically the following.

Low Quality of Lecturers. The quality of lecturers needs to be improved for the sake of good student quality such as providing lecturers with training and development, training, seminars, preparing lecturers to be skilled in the use of technological tools in accordance with the progress and demands of the times, making journals, writing and writing services and research to find an idea that becomes a breakthrough to improve the quality of education in Indonesia.

Low Achievement Student. The low achievement of students is because students are not enthusiastic in the teaching and learning process in the classroom, for example, students do not like their lecturers, or students are less interested in courses in class, do not concentrate. Often skipping or not attending lectures, students do not have good time management, busy working because college is a sideline and too passive on campus, lack of motivation to learn by not having books or teaching materials, not following online or online learning socialization guidelines, there are problems with female friends (girlfriends), fierce lecturers, no one at home to encourage and motivate students to study seriously in order to achieve their goals in the future in the future. From the results of interviews with 60 students, there are 40 people who are interested in becoming young entrepreneurs, the rest do not have a clear goal between working or being a housewife, so the lecturer gives clear direction and motivation to students to understand and understand their life goals, and the results are obtained. It is satisfying that students promise to study hard, concentrate, be serious and focus on the purpose of their studies, not wanting to be friends with people who do not have a good commitment to future success.

4. Conclusion

Based on the results of the discussion that has been described regarding Analysis of Business Plan Understanding and Business Feasibility Studies on Student Interests to Become a Young Entrepreneurs Management Study Program Faculty of Social Science, The University Pembangunan Panca Budi Medan, conclusions can be drawn based on management functions that are the focus of research which include:

1. Planning, planning in business feasibility studies and Business Plans referred to in this research is to determine and select locations, socialize the implementation method, calculate and assess the amount of capital, determine the implementation time, the amount of profit, and how to take supervisory actions in the event of deviations. The steps in business planning discuss the overall points of the business to be built.
2. Organizing, Departmentalization in business with the Departmentalization of functions, products and markets as well as matrix. The role of the organizational structure should be able to work according to its responsibilities and authorities including having clear responsibilities, clear positions in the organization, clear relationships between divisions and departments, there must be supervision and

work control.

3. Implementation, Implementation in delivering material and business interest has been well, The implementation process in delivering business plan material and feasibility studies is carried out with face-to-face methods such as, students come to campus AC room. 306 Mondays at 09.40 to 11.00 WIB, there are 30 people, and the business feasibility study on Tuesday at 08.00 to 09.30 WIB is 30 people. The conventional or face-to-face method is 5 x in 15 meetings, while online there are 10 meetings in 15 x formal meetings 16 end-semester exams, the third method is the tutorial method, namely students ask and answer questions with lecturers about business and business feasibility study subject matter plans.
4. Supervisory function, Lecturers as supervisors always supervise the student learning process, motivate and develop student interests and talents as prospective entrepreneurs and entrepreneurs who have carried out business and maintain existing and future businesses. In the supervision of the lecturer as an assessor assessing student ethics, assessing student abilities, skills, asking and exploring student interests and potential, responsiveness, student responses, assessing student ability to assess whether or not a business is feasible by looking for journals then analyzed, making proposals by assessing several aspects that determine business feasibility, interests and talents, as well as assessing the motivation to become prospective young entrepreneurs who are able to be competitive in the future as a driving force and impetus for the economic growth of small and medium enterprises.
5. Business plan material and business feasibility studies and business interests, there are several supporting and inhibiting factors in the teaching and learning process in the classroom, for supporting factors, among others: human resources, have adequate facilities and infrastructure, university financial condition and student finances as a continuing process of learning, participating in extracurricular activities and assigning assignments. While the inhibiting factors are; the attitude of students who are not enthusiastic in attending lectures, lack of interest in learning and lectures, environmental factors in which they live, the low quality of lecturers and low student achievement are marked by the presence of a student with a GPA in semester V (five) students belonging to the sufficient category low value 2.50.

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