

## BUILDING A CREATIVE AND EFFECTIVE BUSINESS TEAM AT BINA AMANAH CORDOVA ENTREPRENEURSHIP SCHOOL

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### Abstract

A solid team supports the successful development of Micro, Small, and Medium Enterprises. For this reason, Community Service is carried out with the aim that business actors can form creative and efficient teams. This activity was carried out in the Diploma Program of the Bina Amanah Cordova School of Entrepreneurship with students as participants. The method used is counseling and training, which is carried out using a two-way system, namely through the provision of material followed by discussion. The activity went smoothly and was successful because it was to the agenda that had been set. This Community Service increases the knowledge and skills of partners in forming creative and efficient teams. After participating in the activity, partners can create several strategy models and perform simulations to form a solid team. Partners and various related parties contribute by providing input so that this activity can be carried out continuously by increasing the duration of the time, but the material provided is by the case that is currently trending and adapted to the needs of its partners.

**Keywords:** Team, Creative, Effective.

### INTRODUCTION

The success of a country's development depends on the synergy that occurs between the government and its people (Syahra, 2003). This needs to be implemented because both have different roles and functions (Hamid, 2018). In the state, the community acts as the main actor in development, and the government as an intermediary that facilitates the activities of the community (Hasan & Azis, 2018). Indonesia implements this policy to accelerate the realization of sustainable development.

Indonesia has great economic potential but has not been optimally empowered (Tyas, & Ikhsani, 2015). At will, resulting in increasingly limited employment opportunities and not optimal community welfare (Suradi, 2007). However, Micro, Small, and Medium Enterprises have taken advantage of the opportunity, so that their business can grow rapidly. The rise of Micro, Small, and Medium Enterprises, indicates that this sector is the pillar of the community's economy (Halim, 2020). At this time, competition in the global market is getting tougher, so business actors need to have high competitiveness (Hanim, & Noorman, 2018). For this reason, the government through related institutions has provided support by providing facilities for Micro, Small, and Medium Enterprises, to improve quality and competitiveness (Irawan, 2020).

In the 1997 monetary crisis, Micro, Small, and Medium Enterprises played a major role

in supporting national income and employment (Hasanah, Kholifah, & Alamsyah, 2020). This business became one of the businesses that could survive at that time. To overcome the crisis, the Government has implemented an economic recovery policy, but in the process, the results of the restructuring of the corporate sector and State-Owned Enterprises have been slow. However, the conditions that occur in Micro, Small, and Medium Enterprises are the opposite. This has resulted in Micro, Small, and Medium Enterprises is the driving force of the national economy.

Many Micro, Small, and Medium Enterprises in their activities use low human resources but are supported by a high entrepreneurial spirit (Purnama, & Suyanto, 2010). The COVID-19 pandemic has brought major changes to people's behavior, resulting in decreased sales (Soeharjoto, Muchtar, Amran, Tribudhi, Ratnawati, & Rustam, 2022). This condition is influenced by the limitations of their education and skills (Soeharjoto, Rustam, Fikri, Tribudhi, Hariyanti, & Tajib, 2022). However, this condition can be overcome by innovating (Rosmadi, 2021). At this time, people want services quickly and practically, but most Micro, Small, and Medium Enterprises are not ready (Arrizal, & Sofyantoro, 2020). In the era of the Industrial Revolution 4.0, many people transact using digital technology, but most business actors are done conventionally (Yuwana, 2020). As a result, the existence of Micro, Small, and Medium Enterprises is increasingly uncertain. This makes many parties feel concerned and want to help Micro, Small, and Medium Enterprises by providing education and training so that they are literate in digital technology.

The progress of Micro, Small, and Medium Enterprises depends on the creativity and competence of their leaders. Leaders who have an entrepreneurial spirit can increase team creativity (Avlonitis, & Salavou, 2007). This, as a result of the competencies possessed by leaders, will increase their innovation in products and ways of working (Das, & Joshi, 2007). All of this has an impact on the development and improvement of the quality of its human resources.

The existence of the Bina Amanah Cordova Entrepreneurship School is to prepare its alumni as reliable Micro, Small, and Medium Enterprises. For this reason, the school contributes to providing knowledge that can be used to improve its business. However, in reality, the school is constrained by its human resources. This makes the school implement a policy of collaborating with the Faculty of Economics and Business, Trisakti University, to meet the knowledge needs of the students.



**Figure 1. Entrepreneurship School of Bina Amanah Cordova**

Source: PKM Team, Faculty of Economics and Business, Trisakti University

Students at the Bina Amanah Cordova School of Entrepreneurship, the majority are Micro, Small, and Medium Enterprises, so taking this education will further accelerate the development of their business. The main obstacle faced is the limitation of leaders to have competence and creativity in supporting their teamwork. This makes the school and the Faculty of Economics and Business Trisakti University carry out Community Service activities, by providing counseling and training, to improve the ability of their students to be able to form teams that have created and are effective, to support their business. This activity is carried out to balance changes in people's behavior so that the performance of Micro, Small, and Medium Enterprises can be more optimal.

### **IMPLEMENTATION METHOD**

The implementation of Community Service aims to improve the performance of Micro, Small, and Medium Enterprises who are currently attending Diploma one education at the Bina Amanah Cordova Entrepreneurship School, Pondok Aren, Tangerang. For this reason, so as not to interfere with business and learning activities, it is carried out using the Participatory Rural Appraisal method (Chambers, 1994). The hope is that students who are also business actors can build creative and efficient business teams so that the knowledge gained can be used to support improving their performance. For the results to be more optimal, the implementation is carried out through several stages, such as planning, surveying, coordinating, implementing, monitoring, and evaluating.

In the first stage, planning is carried out by making a work program as outlined in the Community Service proposal. At this stage, the theme, location, partners, materials, and methods used are determined. However, in its application, it needs to be adjusted to conditions in the field. To that end, the Community Service Team surveyed the location, as well as looked for partners and supporting factors. Finally, the Cordova School of Entrepreneurship, Pondok Aren, Tangerang was chosen. The consideration is that most of the students are Micro, Small, and Medium Enterprises, so the knowledge they gain can be directly applied. For the implementation to run smoothly, the Community Service team from the Faculty of Economics and Business, at Trisakti University coordinates with schools, students, and local officials. Its activities, to be more effective and efficient, are carried out using counseling and training methods. This method is applied with the hope that partners can gain knowledge and skills that can increase self-confidence so that they are more motivated to develop their businesses. The material is given using a two-way system, where partners are given material and examples and followed by a discussion. The implementation of Community Service is carried out offline. Monitoring and evaluation are carried out by digging for information and receiving input from all parties involved directly or indirectly during the activity. After implementation, partners are allowed to consult. This policy is beneficial for them because partners can find solutions when facing obstacles in the field. This will support the business success of students at the Cordova School of Entrepreneurship, Pondok Aren, Tangerang.

## RESULTS AND DISCUSSION

The implementation of Community Service so that the results are more optimal is carried out with a 2-way system. The methods used were counseling and training by providing material in the form of theories and cases, then continued with discussions. This policy is implemented so that students' knowledge can increase and complete it, skills are given and discussions are carried out. Community Service was carried out during the COVID-19 Pandemic, but for an active interactive event to occur, the activities were carried out offline by implementing health protocols. The participants were very enthusiastic when participating in this activity because they were Diploma One students at the Bina Amanah Cordova Entrepreneurship School, who were also entrepreneurs of Micro, Small, and Micro Enterprises. For this reason, so as not to interfere with their activities, Community Service is held at the Bina Amanah Cordova Entrepreneurship School, Pondok Aren, Tangerang on Sunday, April 17, 2022, from 08.00-16.00. The material provided forms a creative and efficient team.



**Figure 2. Implementation of PKM**

Source: PKM Team, Faculty of Economics and Business, Trisakti University

The material provided forms a creative and efficient team, because in reality the biggest problems in the business world, apart from building a business, working professionally, financial management, and business strategy, are faced with the need to have a solid team building. This is a result of the increasing number of individuals but does not directly have a positive impact on their performance. Especially in a team, many individuals want to stand out, so it will lead to unhealthy competition. Many factors can interfere with the solidity of a team, both internally and externally. Therefore, in anticipating the occurrence of failure in a team, a leader needs to have his way to overcome it, so that all work can go according to plan.

The material provided is following the needs of partners. This was known during the discussion because they only realized after revealing the problems they were facing when they wanted to improve their business performance. Partners realize how important it is for business owners to be able to form a solid team. However, in reality, many of these businesses have business forms with short strata. This condition makes it easier to form a creative and efficient team.

The government can realize sustainable development by optimizing economic potential and empowering its people (Rosana, 2018). This policy resulted in a strong and useful synergy to support the achievement of these development goals. Community empowerment is a concept of economic development by incorporating elements of social values (Abipraja, 2002). For this

reason, to support the implementation of community empowerment, the government needs to create an atmosphere that can develop community potential (enabling), strengthen community potential (empowering), and help weak communities (Noor, 2011).

Micro, Small, and Medium Enterprises can develop rapidly if their leaders have competence in entrepreneurship (Permana, 2017). This is because competence is a general ability in the form of a person's performance and is useful for helping smooth work activities (Pohl and Förstl, 2011). For that, there are several competencies that he needs, such as the form of expertise, knowledge, understanding or understanding, and values that must be possessed (Sutrisna, 2021). However, competence can be in the form of skills, knowledge, self-concept, Traits, and motives (Harris, 2000).

Business success depends on the creativity of the entrepreneur (Wahyuningsih, 2020). Creativity is something that can connect and reassemble knowledge contained in the human mind, by thinking freely, so that it can produce new ideas that are useful, and can result in surprises for many parties (Evans, 1994). Creativity can generate new ideas and innovations, which can be used as initiators in supporting new work methods and products (Badir, Büchel, & Tucci, 2012). In the process, creativity can be formed through several stages, such as orientation, preparation, analysis, synthesis, and incubation (Winardi. 2003). Creativity is usually directly related to one's intelligence (Setyabudi, 2011). However, an important aspect of creativity is the ability to develop ideas from an individual due to freedom of thought (Suaedi, 2016). The characteristics of creative thinking are individuals who always try to express ideas and relate them to new things, pay attention to the unexpected, have personal characteristics that are flexible and spontaneous in thinking, and work hard (Winardi. 2003).

Micro, Small, and Medium Enterprises become government partners because they are proven to be able to support the success of sustainable development (Sofyan, 2017). However, for Micro, Small, and Medium Enterprises to develop rapidly, leaders who have competence in entrepreneurship are needed (Dewi, 2017). Leaders who are also owners must have high creativity (Badu, & Djafri, 2017). All of them are very useful in supporting business success, but for their business to run according to their goals, business actors need to have a solid work team (Msulihah, 2016). For that, Micro, Small, and Medium Enterprises need to build this team. A team is a group of people who work together to achieve a predetermined goal (Tenner, & DeToro, 1992). The formation of a team makes each person have their task and the tasks are interrelated until the goal is achieved (Supartha, & Sintaasih, 2017). So, for his business to grow rapidly, creative and effective teamwork is needed. This can be a foundation that needs to be managed properly and correctly. This policy must be implemented so that its performance is more optimal and has an impact on increasing competitiveness so that it will win the competition in the market (Lawasi, & Triatmanto, 2017).

Building a solid team is needed to improve the performance of Micro, Small, and Medium Enterprises. The existence of this team helps accelerate the achievement of business goals, because all interested parties are involved in cooperation, resulting in a strong synergy. For this reason, in a team, although each individual has a different role, they are interrelated because they have the same goal. Micro, Small, and Medium Enterprises to succeed will need to have a strong foundation, namely having a solid team, because it is very useful when facing business competitors and economic conditions that continue to change rapidly. In forming a solid team, it is necessary to go through several stages, such as selecting qualified members, determining

their respective goals and roles, working efficiently, and having a sense of togetherness and providing trust.

Quality team members can be selected if the business owner has a clear job description, the selection process is carried out thoroughly, has work experience, and is informed about the work culture (Hermina, Aulia, Safitri, & Noor, 2020). However, even though the business owner has found a good candidate and can adapt, it does not guarantee the formation of a solid team. For this reason, team leaders and their members need to have good commitment, by intensively communicating, being honest, giving trust, and respecting each other.

A business can grow rapidly and cannot be separated from the services they provide (Tjiptono, 2007). To improve services, a creative team is needed, so that their efforts can innovate and produce better changes (Putro, Samuel, & Brahmana, 2014). However, the success of building an effective work team is also the key to success in achieving organizational goals. Micro, Small, and Medium Enterprises that have a solid work team can take action for change and at the same time become a determinant of the success of their business. For this reason, a leader who makes changes must first design the formation of an effective work team. A team is a group of people who have complementary skills, are committed, and are responsible for carrying out a job to achieve a common goal (Katzenbach, & Smith, 1993). So, an effective team is a team that can achieve goals efficiently. There are several stages that owners need to do to build an effective team, namely by forming a team (Forming), determining aspirations (Storming), determining rules (Norming), implementing (Performing), and stopping (Adjourning) (Tuckman, 1965). For that, an effective team has a composition of leaders, shapers, thinkers, evaluators, resource investigators, team workers, and final aligners. All of them, perform their respective tasks and complement each other to achieve their goals.

The implementation of Community Service that has been carried out has been running smoothly and successfully because it is under the agenda that has been set. The provision of counseling and training provided can increase the knowledge and skills of partners to form a creative and efficient team. After participating in this activity, partners can create several strategic models to form a solid team and simultaneously carry out simulations, so that they can choose the model that suits their business. In the next stage, input is obtained from various parties so that this activity continues to be carried out for a longer duration, with material that is by trending cases and adapted to the needs of partners.

## **CONCLUSION**

Community Service is carried out to form a creative and efficient team. The activities were carried out in the Diploma Program of the Bina Amanah Cordova School of Entrepreneurship and were attended by its students, who are also entrepreneurs of Micro, Small, and Medium Enterprises. The method of counseling and training is carried out offline. Partners are given the material and continued with the discussion. This activity can be successful because the output is by the agenda that has been set. Partners' knowledge and skills in forming creative and efficient teams have increased significantly. Partners can create several strategy models and perform simulations to form a solid team. As for input from partners and related parties, they want this activity to be carried out continuously. However, the material should be adapted to trending cases and adapted to the needs of partners. In the next implementation, it is necessary to increase the duration of time, as well as screen documentary films and provide information

related to associations that support the success of Micro, Small, and Medium Enterprises.

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