SOCIALIZATION OF DIGITAL ENTREPRENEURS FOR GENERATION Z AT SULTAN AGUNG PEMATANGSIANTAR PRIVATE HIGH SCHOOL

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Abstract

The urgency of this community service activity with the theme of Socializing Digital Entrepreneurs for Generation Z at Sultan Agung Pematangsiantar Private High School is to provide knowledge about digital entrepreneurs and training on applying digital marketing using the E-Commerce platform. The method used to implement this activity is through lectures and direct practice of implementing digital entrepreneurs. The stages of implementing this event include the opening and introduction of digital entrepreneurs, presentations on digital entrepreneurs, presentations on several problems often faced by digital entrepreneurs, then continued with practices related to digital marketing. After the service activities were completed, a follow-up interview was conducted regarding the impact of implementing the service activities.

Keywords: Digital Entrepreneurs, Digital Marketing, Generation Z.

INTRODUCTION

Change and all the conditions attached to it make a very big contribution. The world with changes makes the demands of life increasingly complex and difficult, while the reach of formal education is limited. For this reason, education needs to emphasize its purpose and role in realizing independent individuals who can help themselves and others. Millennials who are aware of the high level of competition for jobs choose to start entrepreneurship. Innovative, creative, and fond of novelty attitudes are some of the reasons that drive business actors(Sundara et al., 2020). This is also supported by the mindset of parents who are open to becoming entrepreneurs. Some of the things that have been put forward are the driving factors that motivate someone to become an entrepreneur.

The Age of Communication and Information creates an Open Society Structure where members of society generally try and work hard to raise their status in society. A modern business that develops in the era of disruption is a society that enjoys the facilities of sophisticated technological development. Advances in technology and telecommunications in the era of globalization encourage organizations to respond to the changes in question. Businesses and organizations understand that their challenge in the information technology

era is the invisible company and what they do not know.

The business itself is moving towards inclusivity. Technology provides automation, convenience, cost efficiency, and broad market coverage. The era of disruption has led to disruptive innovation in almost all business sectors. They are bringing products that are cheaper, affordable, and competitive. New products that are created and introduced to the market will even be able to develop before being sold elsewhere(Muniarty et al., 2021). The rapid changes in the world of technology accelerate the next change. The dividing wall between business actors is increasingly blurred. Convergence and integration of two or more types of business is becoming a trend. Such as online transportation (Gojek, Grab, and others), which builds partnerships with local micro, small and medium enterprises through delivery services. Such qualified connectivity is believed to attract interest in entrepreneurship(Halim et al., 2020).

Generation Z is the generation that grew up with technological developments, the speed of information, and the freedom to choose what kind of business to pursue. There are several strong reasons why Generation Z chooses to go into entrepreneurship rather than looking for work: having freedom (time and work rules), developing creativity, liking challenges, technology support, and other factors.(Irwansyah et al., 2021). It also includes that we see a change in the attitude of the family (parents), which is more supportive than the previous mindset in supporting their sons and daughters to become entrepreneurs. Various conditions that occur both from within and outside of oneself ultimately motivate someone to choose entrepreneurship(Rahmawati et al., 2021).

To achieve their goals, an entrepreneur must have the motivation to act as a driving force. Motivation comes from the Latin word movere, which means encouragement or movement. Motivation is important because motivation is the thing that causes, distributes, and supports one's behavior. In the American Encyclopedia, motivation is a tendency (a trait that is the subject of conflict) in a person that generates support and action. Motivation is an encouragement to work or take action (Prawironegoro, 2017). Motivation itself is divided into internal motivation and external motivation. Internal motivation is the urge to act from within based on self-awareness and belief(Zalzalah et al., 2021). External motivation is encouragement from outside oneself based on rewards, environmental, social, and other external factors. (Fajrillah et al., 2020) Stated motivation is an individual's desire to do business and achieve it effectively and efficiently. Motivation aims to arouse someone's intention to raise the intention or desire to do something and realize the goal.

Thus motivation can be concluded as an impulse that arises in a person due to internal and external factors to achieve his goals. When connected with entrepreneurship, entrepreneurial motivation can be interpreted as an urge that arises in a person, both due to internal and external factors, to work through innovation and creativity to improve his standard of living. Therefore, the urgency of carrying out digital entrepreneur outreach activities in this service is to spur Generation Z, especially in the Sultan Agung Private High School environment, to develop their talents, especially those related to the ability to become entrepreneurs.

IMPLEMENTATION METHOD

The implementing mechanism is an overview of the activity plan that shows steps for solving problems in both aspects: partner for the service implementation schedule. In addition, at this early stage, coordination will also be carried out with the implementing team and making the correspondence needed in implementing community service activities.

The socialization stage for the community service implementing team partners will provide an understanding of the importance of the success of this community service activity and its impact on partners' knowledge, especially regarding digitizing entrepreneurship. Furthermore, the team conducts evaluations and monitoring to see what obstacles and problems arise in the field. Monitoring and Evaluation are carried out to determine the level of success of activities based on the targets that have been achieved. Then an evaluation is carried out if obstacles and problems do arise to then find a solution so that the activity continues properly as expected.

RESULTS AND DISCUSSION

The development of ICT (information and communication technologies) also plays an important role in shifting human civilization and triggering entrepreneurship development (Halim, Grace, et al., 2021). Unlimited internet access has changed the way we work, play and shop. Likewise, with the trend of start-up popularity, the success of several start-up companies in the country is the main driver of the popularity of start-up businesses in Indonesia. If previously undergraduates who had just graduated from college competed to get jobs as civil servants or BUMN employees, what is happening now is that Indonesia's younger generation is starting to compete in exploring start-up businesses and choosing to enter the world of entrepreneurship.(Purnomo et al., 2021).

Talking about Entrepreneurship, we first need to define what entrepreneurship is. An entrepreneur or entrepreneur identifies and acts on an idea or problem that has never been identified or acted upon by others. It is the combination of recognizing opportunities and presenting something new by capitalizing on those opportunities that differentiate entrepreneurs and small business owners. A small business owner owns or starts a business that already has an existing model, such as a restaurant, while an entrepreneur creates something new. This new creation can be a new process or product, identifying a new or unique target market, or combining ideas to create a new approach/method. (Lie et al., 2021).

Entrepreneurs have many talents and focus on many different areas, and take advantage of the many opportunities in the entrepreneurial venture. An entrepreneurial venture is creating a business, organization, project, or operation of any interest that involves a degree of risk in acting on an unprecedented opportunity. For some entrepreneurs, this can be a for-profit venture; for others, it can be a venture that focuses on social needs and takes the form of a not-for-profit venture. Likewise, with entrepreneurs in today's digital era, high interest from the younger generation, especially from Generation Z, is needed to support and encourage an increase in the number of digital entrepreneurs.

Figure 1.Digital Entrepreneur Socialization Activities

Motivation in entrepreneurship can change; it will be seen in the difference between when someone starts a business and when running a business. There are two changes in motivation: changes in motivation during the entrepreneurial process and changes in motivation caused by the economic climate. Motivation for entrepreneurship might change during the entrepreneurial process. Motivation is the expression of an entrepreneur's goals by running a business and the nature and importance of these goals. However, goals may change from time to time. Small changes in motivation for entrepreneurship over time include an increasing prevalence of motivational opportunities, an increase in the importance of autonomous motivations, and a slight decrease in growth expectations. However,

Changes in motivation caused by the economic climate, such as a recession, may impact motivation for entrepreneurship. Using a broad understanding of the term 'recession', it refers to difficult macroeconomic conditions (Putri et al., 2021). For this reason, comparing entrepreneurs who do business before, during, and after a recession, the effect of the recession on motivation can be investigated. There is a difference in tipping point between entrepreneurs who started businesses before a recession and those who started during a recession. As previously discussed, for entrepreneurs doing business before a recession, there is often more than one tipping point needed to move an entrepreneur from having an idea to starting a business.(Nurjanah & Wahyudi, 2020). One tipping point many more mentioned in starting their business during a recession was losing their job due to redundancy (generally related to recession). However, they are not necessarily motivated by need; some consider this to be just the 'push' they need and take the opportunity to start something new.

On the educational side, digital entrepreneurship opens up new possibilities for training the next generation of entrepreneurs. The best way to learn about entrepreneurship is to "do it" and learn from the experience. Starting a new business and launching a new product in the physical world is more expensive and riskier for the novice entrepreneur. Whereas in the

digital world, obstacles to starting a business can be minimized, entrepreneurship becomes faster, more affordable, and easier, and it even creates many opportunities for collaboration to make a business more effective. The exact definition of digital entrepreneurship is still being debated because this concept is still new and constantly changing. As digital technology develops, new things about digital entrepreneurship will change. Maybe someday,

It should be underlined that digital entrepreneurship is not limited to holding online meetings, paperless offices, or just communicating via social media. Digital entrepreneurship is how businesses can create added value for their customers by utilizing information and communication technology (ICT) to generate profits. The three main components of digital entrepreneurship are vision, technology, and strategy. This includes redefining the value chain, changing the existing business value proposition, and creating something new by leveraging the power of digital technology.

What distinguishes digital entrepreneurship from conventional entrepreneurship is active efforts in business activities and how we are connected to people who are already digitally literate. The digital world presents a vast new resource that entrepreneurs can use in the form of big data. Through big data, digital entrepreneurs have more potential for success in exploring promising new opportunities and creating unique ideas for developing their businesses.

In the 21st century, where almost everyone has internet access, online business is starting to run rampant because business is becoming easier to do anywhere and anytime. Business people generally prefer to sell their products and services through social media rather than opening their business outlets. This is because the capital spent is much less, so almost all business transactions currently occur online.

CONCLUSION

Digital entrepreneurship highlights changes in practice, theory, and education. Where digital entrepreneurship includes everything new and different about entrepreneurship but in the digital world, including new ways to find customers, new ways to design and offer products/services, new ways to generate income and minimize costs, new opportunities to collaborate with platforms and specific partners as well as new sources of opportunities, risks and competitive advantages(Halim, Sherly, et al., 2021). On a practical level, digital entrepreneurship opens up new possibilities for anyone considering becoming an entrepreneur. While some opportunities are more technical, others are accessible to anyone who learns basic digital entrepreneurship skills. These basic skills include finding new customers online, prototyping new business ideas, and improving data-driven business ideas.

The most basic things in building an entrepreneurial spirit in Generation Z include passion and enthusiasm. Building a strong drive and determination must be stronger than the average person. Have the desire and talent for collecting, interpreting, and prioritizing information from the surrounding environment. Have the courage to be assertive and confident in your abilities. High curiosity indicates that a person is interested in and willing to learn new things. Have the will to win. An entrepreneur always wants to be better, more unique, superior, and more prominent than other people and dares to leave his comfort zone and fight in a new, unfamiliar zone while embodying and realizing ideas already in his

imagination dream so far.

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