

**DEVELOPING THE TECHNOPREUNARY SOUL FOR POSYANDU
MEKARSARI KRAMATBARU WOMEN THROUGH THE
DIGITALIZATION BUSINESS DEVELOPMENT PROGRAM TO ADD
FAMILY INCOME**

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Abstract

The economy in Indonesia is currently declining, due to a worldwide pandemic causing the Indonesian economy to experience a recession, as well as the global economy which is also experiencing a recession. Indonesia's economic growth was minus 5.32 percent in the second quarter of 2020. The figure had improved, although it was still in the minus category, namely 3.49 percent. The impact of this minus economic growth. The Industrial Revolution 4.0 has a positive impact that can help human activities, which were originally carried out traditionally, can be carried out by utilizing technology. During the pandemic that we have experienced, there is no reason not to be productive as long as we stay at home, with this technology it can help with daily life activities. One form of technology utilization carried out by the Faletahan University Management Study Program is to hold community service in the field of entrepreneurship with the theme Digitalization Business Development Program to Increase Family Income. spare time in business practices in various businesses to be able to become a business person at least for the welfare of his family. Even this activity is based on the problem that arises from the lack of a ratio between the number of entrepreneurs and the population of its citizens because the requirement for a developed country is to have a ratio of 14%. According to Law no. 12 of 2012 Higher Education is an institution that has an important role in creating creative and innovative resources so that they can produce various works or products that can encourage the growth of the Indonesian economy. Therefore, higher education has the potential to create entrepreneurs who can utilize technology or are called technopreneurs. The objectives of this PKM activity for Posyandu Mekarsari kramatwatu mothers are 1). Society is expected to maximize the use of technology as a means of business 2). Producing New Products 3). Adding to the Economy in the Family 4). Confident and skilled.

Keywords: Family income, Digitalization business development, Technopreneur.

INTRODUCTION

Currently, the economy in Indonesia is declining, and a worldwide pandemic has caused the Indonesian economy to experience a recession. Likewise, the global economy is also experiencing a recession. Indonesia's economic growth was minus 5.32 percent in the second quarter of 2020. The figure had improved, although it was still in the minus category, namely 3.49 percent. The impact of this minus economic growth,

The Industrial Revolution 4.0 has a positive impact that can help human activities, which were originally carried out traditionally, can be carried out by utilizing technology. During the pandemic that we have experienced, there is no reason not to be productive as long as you stay at home, this technology can help with daily life activities.

One form of technology utilization carried out by the Faletahan University Management Study Program is to hold community service in the field of entrepreneurship with the theme “**Digitalization Business Development Program to Increase Family Income**” which was attended by lecturers, Posyandu Mekarsari Kramatbaru Women, and business activists.

This community service activity aims to be used as assistance and to motivate Posyandu Kramatwatu mothers to be more active in filling their spare time in business practices in various businesses to be able to become business people, at least for the welfare of their families. Even this activity is based on the problem that arises from the lack of a ratio between the number of entrepreneurs and the population of its citizens because the requirement for a developed country is to have a ratio of 14%.

Current conditions, according to BPS data, state that the number of Indonesians who are self-employed increases annually by 3.10% of the 225 million population of Indonesia. However, this ratio is still very far behind compared to neighboring countries, namely Singapore 7%, Malaysia 6%, and Thailand 5%.

Apart from that, according to Law No. 12 of 2012, Higher Education is an institution that has an important role in creating creative and innovative resources so that they can produce various works or products that can encourage the growth of the Indonesian economy. Therefore, higher education has the potential to create entrepreneurs who can utilize technology or are called technopreneurs. Through this program, it is also provision for students to have a pattern of thinking and instill talents that were originally job seekers to become job creators.

According to Dr. Acep Supriadi (2019), The key to success for a businessman or entrepreneur during a crisis (C-19) is to have the ability to SELL, among others, in a UNIQUE way (creative, different, quirky, and innovative). An example is the mentality of selling, which the ability unknowingly already has. someone, among others, sells ideas, sells competence, sells performance, sells voice, sells faces, sells body language, sells products, and As well as the characteristics that need to be applied to individuals including Confidence, Interest, Can agree, ambition, and Exploratory spirit, like trying things that rock, and so forth.

All current selling activities can be carried out through virtual or virtual applications or with the help of technological tools. Even now, selling activities is easier with the development of marketplaces in Indonesia, including Tokopedia, Shopee, Bukalapak, Bblibli, and so on. Some messages/motivations that must be owned as ethical and healthy entrepreneurs include:

1. **HONEST.** Is the most important behavior towards business success, in all respects, which must be conveyed to anyone, in providing information about the advantages/disadvantages of a product/service that we produce.
2. **COMMITMENT** (all promises in providing good and satisfying service according to the promise).
3. **LOYALTY/ LOYALTY** (work according to SOP, and objectives, and do not mix personal interests).
4. **CARE** (sympathetic and kind) makes decisions that benefit consumers, society, and the environment).
5. **OBEY THE RULES** (obey/obey both in writing/in writing to the applicable laws and regulations, to the point of being authoritative).

Formulation of the problem

In this community service identified as follows:

1. There is an indication of a lack of knowledge of digitalization technology by Posyandu Mekarsari Kramatwatu's mothers
2. There is an indication of a lack of utilization of digitalization technology in the utilization of product sales
3. There are indications that there are many human resources/people who are stuttering about technopreneurs using mask places as a means of promoting home products produced by residents.

Based on the description that has been stated above, the writer tries to formulate this community service problem in the form of questions as follows:

1. How can the community/posyandu women understand what digitalization technology is
2. How is the use of digitalization technology that is not yet optimal to increase family income/family welfare
3. How to use the marketplace from cyberspace as a means of promoting home-made products
4. Preparing human resources to be able to compete in free trade.

IMPLEMENTATION METHOD

Techniques and Stages

Technopreneurship socialization techniques and Stages in Community Service:

1. Survey the location of the Community Service location that you want to use as the activity site
2. Carry out outreach by introducing the benefits of technology and digital business
3. Invite the Community (Posyandu women) to explore and appreciate works around villages or settlements as a concrete manifestation of concern and as a form of appreciation
4. Building Community Creativity, in this case, Posyandu women.

Program Objectives

The program objectives to be achieved in the stages of work above are:

1. The community is expected to be able to maximize the use of technology with business
2. Producing New Products
3. Adding to the Economy in the Family
4. Confident and skilled

Contains a combination of plans/reports on the implementation of research or PkM and the procedures used into one narrative section. The implementation that has been carried out must be demonstrated with references and with the appropriate implementation technique.

Problem Solution

With a good and correct marketing strategy, it is hoped that the potential possessed by Posyandu Mekarsari women can be further explored so that they can achieve success in the market and will be realized according to our expectations. Make sure you plan properly starting from costs, product promotion, place, target market/promotion to media for promotion. Plan the entire budget in detail so you can calculate all possibilities to minimize the risk of loss.

The technopreneurs program in settlements seems to have had a positive impact on people's ability to engage in the e-commerce sector. We want to change the mindset/way of thinking for Mekarsari posyandu women to become reliable technopreneurs, therefore it is necessary to develop their character and prepare the concept of a digital technology environment to familiarize the participants (Mekarsari posyandu mothers) and foster the spirit of becoming a technopreneur.

This focus on e-commerce is based on the interests of each participant. At this stage, participants are invited to understand to be more focused on the chosen theme, both from a legal standpoint, the language used as well as the economy and culture. The existence of a technopreneur-ship program is expected to have a major impact on the income and welfare of the participants' families themselves.

The challenge faced in the e-commerce business for the participants of this training is that they must have persistence, tenacity, tenacity, and the ability to maximize the potential each participant has.

The solution that can be done before becoming an entrepreneur is to improve the quality and ability to sell yourself. Starting from how to influence and convince other people (prospective customers), take a personal persuasive approach to win the hearts of potential customers, identify consumer needs, present solutions (services, the advantages of a product), follow up, close, and so on. Product marketing media can use marketing methods both offline and online which are the same, only the difference is in the approach

Aspects of Marketing Problems

According to Stanton in Tambajong (2013: 1293), Marketing is a system of business activities designed to plan, determine prices, promote, and distribute products that can satisfy desires in achieving company goals.

The Aspects of Marketing Problems:

1. Lack of capability in managing its business professionally
2. Knowledge of e-commerce marketing
3. Expansion of offline market reach in nearby shops and minimarkets
4. Utilization of online marketing information technology through e-marketplaces and social media applications.

Aspects of HR Problems

According to Mathis and Jackson, human resources (HR) is the design of formal systems within an organization to ensure the effective and efficient use of talent and human potential to achieve organizational goals.

The Aspects of HR Problems:

1. Underestimating HR Training
2. Inadequate policies
3. Classification of Human Resources by Origin

Aspects of Financial Problems

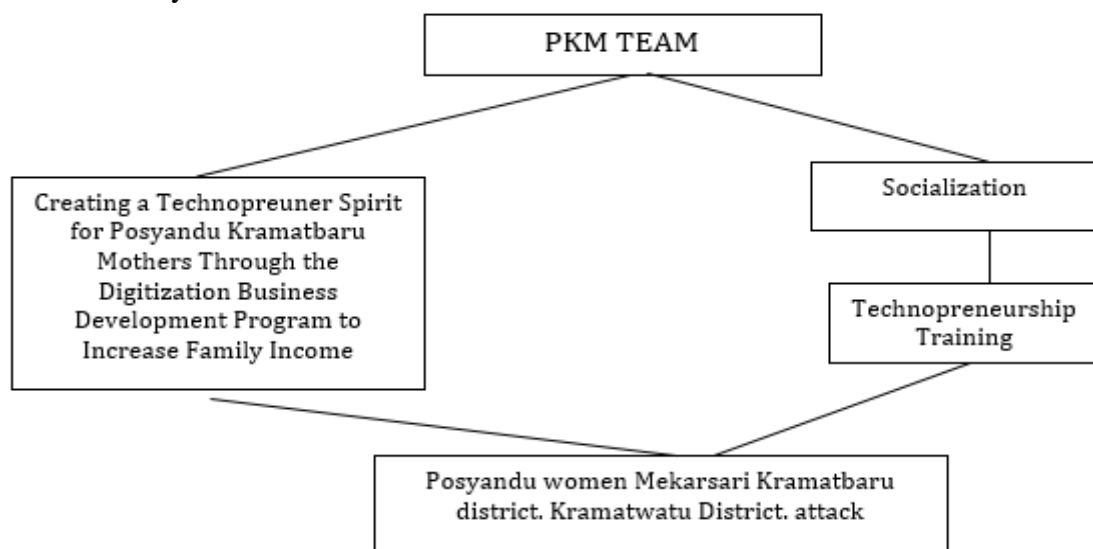
According to Liefman, Financial Management is an attempt to provide money and use the money to obtain or acquire assets/wealth.

The Aspects of Financial Problems:

1. There is no separation between business money and personal money
2. Do not have a mature budget planning
3. Does not have adequate financial reports

Problem-Solving Design

The most basic thing in this activity is community service activities through direct socialization in the community, especially for Posyandu women in the Kramatbaru district. Kramatwatu District. Attack. In this activity the theme is "Creating a Technopreneur's Spirit for Posyandu Kramatbaru Mothers Through the Digitization Business Development Program to Increase Family Income" more details can be seen from the chart below.



Bagan 1 Desain Pemecahan Masalah

RESULTS AND DISCUSSION

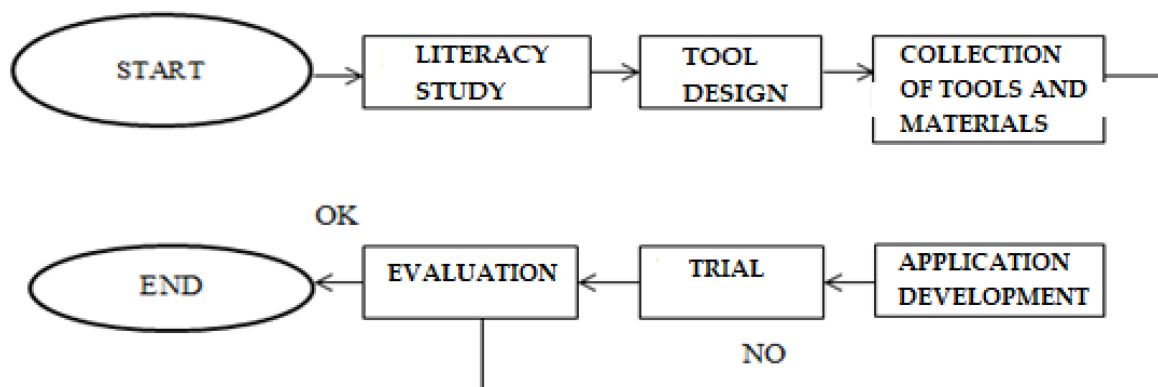
Target / Target Audience

The socialization activity regarding Digitalization Business Development to Increase Family Income in Kramatbaru Village at least has a target in the form of realizing economic prosperity for the people in Kramatbaru Village and being able to create business opportunities by utilizing online marketing information technology through e-marketplaces and social media applications in promoting and sell the products they have produced to the public through e-commerce marketing. So that it is hoped that it can improve the family economy, and family living income so that it is hoped that it can reduce the poverty rate of the people in Kramatbaru village through this activity what the purpose of this activity can be realized properly.

Time and Place of Execution

This PKM activity was carried out in 1 day, carried out in the village of Kramatbaru, Serang Regency, the participants were Posyandu Mekarsari kramatbaru mothers, Serang district, the time of implementation of this activity was March 3, 2023 with the Facilitator and resource persons in collaboration with Lecturer Management, PBI and PSIK, Faletahan University, Serang.

Implementation Stages



Study of literature

The literature study contains a series of search and assessment activities for sources that are influential and reliable in gathering material as well as being a reference in writing this PKM so that complete, directed, and reliable information can be produced in writing as well as having a beneficial impact on the advancement of technology-based people's businesses. and digital business.

Micro Small and Medium Enterprises (MSMEs)

Indonesia has experienced an economic crisis that caused the collapse of the national economy. Many large-scale businesses in various sectors including the trade and service industry have stagnated and even stopped their activities in 1998 and at this time when the Covid 19 pandemic has also hit countries all over the world. However, Micro, Small, and Medium Enterprises (MSMEs) can survive and become an economic restorers amid a

downturn due to the Covid 19 pandemic in various economic sectors. Micro, Small, and Medium Enterprises (MSMEs) are one of the business sectors that can develop and be consistent in the national economy.

The role of people's businesses based on technology and digital business is very helpful when the countries of the world are affected by covid 19 as well as the State of Indonesia is not immune from the impact of covid 19, with the internet people are now starting to use it to build business networks based on technology and business digital services to carry out selling activities more easily with the development of marketplaces in Indonesia, including Tokopedia, Shopee, Bukalapak, Blibli and so on, so it is hoped that the public can make optimal use of these applications/marketplaces.

From the results of the Community Service implementation from the Implementation Committee Team, an evaluation was carried out after the training activities for the Posyandu Mekarsari mothers, namely by filling in the instruments provided by the Community Service Team regarding how the responses of the Posyandu Mekarsari Kramatbaru Serang District mothers to the PKM activities carried out by Management Supervisors and Faletahan University Students.

Table 1 Achievement of PKM Outcome Targets

No	PKM Activity Objectives	PKM Activity Targets	Results of PKM Activities
1	Providing knowledge about the importance of technopreneurship to Posyandu Mekarsari Kramatbaru mothers, Serang Regency	Mothers get knowledge about Technopreneurship	Delivering the material every mother received the material well
2	Carry out activities using smartphones owned by each mother/participant such as sales using smartphone applications in e-commerce	Ladies/participants/audience can promote and sell products produced with the Smartphone application, as well as make use of it Social media technology	Delivering technopreneur training materials to women/participants who participated in the training enthusiastically and Spirit.

Source: Results of the implementation and evaluation of the PKM TEAM

PROBLEM-SOLVING REALIZATION

Conduct periodic evaluation monitoring of community service.

PKM plans and schedules

No	Type of Activity	Time					
		PKM	1	2	3	4	5
Preparation phase							
1.	Field survey		■				
2.	Identify Problem		■	■			
3.	Plan PKM implementation Implementation Stage		■	■	■		
1.	Fundraising PKM			■	■	■	
2.	PCM Activities					■	■
Evaluation Stage							

-
1. Thorough evaluation
According to stages
What was done at the start
-

Reporting Stage

1. Data Management
 2. Report results
Activities by Clear and Thorough
-





Pictures of Mekarsari Posyandu Activities in Kramatwatu Village

RESULTS AND DISCUSSION

After going through a series of activities that have been carried out, namely providing material on technopreneur development training for Posyandu Mekarsari mothers through a digitalized business development program to increase family income, knowledge level data can be measured by frequency distribution and the following results can be obtained:

Table 4 Frequency Distribution of Technopreneur Training in the digitalization business development program for Posyandu Mekarsari women in Kramatwatu Village.

Pengetahuan	<u>Pretest</u>		<u>Posttest</u>	
	n	%	N	%
Kurang	3	30	1	10
Baik	6	60	9	90
Jumlah	10	100	10	100

In the table above, the results of the pretest on understanding technopreneur training for digitalization business development for the people of Kramatbaru village in 2023 show a good (60%), and after the Posyandu Mekarsari women were given technopreneur training, digitalization business development experienced an increase in good results, namely (90%)) so that there is an increase (30%) after being given training assistance

Discussion

Technopreneur training activities for digitizing business development for the people of Kramatbaru village which were carried out for 1 day. This PKM training was carried out smoothly starting with a very good opening and reception

The digitalization business development technopreneur training for Posyandu Mekarsari women ran smoothly and according to the schedule that had been set. The training began with remarks from the chairman of the Mekarsari Posyandu. Then the first session was opened with introductory material on technopreneurs and business digitization. In addition, the resource persons provided illustrations of comparisons between conventional product sales and product sales through the use of online marketing information technology through e-marketplaces and social applications. media in promoting and selling the products they have produced to the public through e-commerce marketing.

In the second session, the PKM team delivered material on how to promote and market their products by creating captions and content that would attract customers to see and even buy their products, beginning with how to create social media accounts and promote their products on e-marketplaces, which were explained in detail by the resource person.

The third session was filled with questions and answers. In this session, the participants showed interest and enthusiasm in asking the PKM team. Some of the questions raised by the training participants included: how to get our products to be visited by customers on our website, the problem of costs for creating content on social media, and how to subscribe to the marketplace to sell their products.

The difficulties and challenges faced by the PKM team were not so many, because the PKM activities were solely to invite people to understand more about technology and be able to use the smartphones they had as media for product promotion. This is a record so that people are more creative and innovative in products and promotions so that the existence of their products can be recognized by the wider community. In the future, PKM activities will be better.

CONCLUSION

There is an increase in knowledge of technopreneur development for mothers through the digitalization development program in Kramatwatu village by 30%.

Suggestion

This community service activity is very useful, especially for posyandu mothers and the community, of course, to be able to use the smartphone they have as a media for product promotion so that it is hoped that sales will increase with relatively cheaper operating costs so that it is hoped that family welfare will increase.

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