# SANTRI ENTREPRENEUR ECOSYSTEM BASED ON BUSINESS MODEL CANVAS AT AL-MUJTAHIDDIN ISLAMIC BOARDING SCHOOL

**Zeze Zakaria Hamzah [1], Syaiful Anwar [2], Muchamad Hamdani [3]**

Sekolah Tinggi Ilmu Ekonomi Dewantara, Bogor

[1*] zeze.zakaria@dewantara.ac.id, [2] syaifulanwar101@yahoo.com [3] m.hamdani@dewantara.ac.id

## Abstract

Background: Entrepreneurial motivation among students is not yet optimal. Not to mention the rapid development of the times, technology changes so quickly. If explored, the role of students in entrepreneurship will certainly increase. Objective: Increase students' understanding of how to preach in the digital world. Method: Carrying out entrepreneurship training, capacity building, visits to MSMEs, BMC training, video editing training and uploading on YouTube. Results: Implementation of collaborative activities between STIE Dewantara Lecturers, Students, Soniaco 2000 Printing, and Work Garis Design. Conclusion: The students can preach and upload on YouTube.

**Keywords**: Digitalpreneur, Islamic Boarding School, BMC, Entrepreneurship: Al Mujtahiddin.

## INTRODUCTION

Al-Mujtahiddin Islamic Boarding School is an Islamic boarding school institution located on Jl. Abdul Hamid Perum Graha Pandak Permai Rt. 01/09 Karadenan. District Cibinong Regency Bogor. The Al Mujtahiddin Islamic boarding school was founded in 2004, on 900 meters of waqf land. Apart from the main activities of this Islamic boarding school, namely providing religious education, recitation of Islamic boarding schools for children and mothers around the Islamic boarding school, there is a commitment from the Islamic boarding school to develop students into students who have a creative and innovative spirit. Therefore, this community service can be expected to be a door to getting to know the personal capacities developed in entrepreneurship. Kasmir (2011: 21) stated: entrepreneurship is an ability to create business activities that require continuous creativity and innovation to find something different from what previously existed. One way to analyze entrepreneurship is by using a business model canvas-based model.

*Business Model Canvas* (BMC) according to Osterwalder & Yves Pigneur (2012) explains that the Business Model Canvas consists of nine business building blocks. Company stakeholders can adapt this Business Model Canvas form according to their business needs.

## Problems, Targets and Outcomes.

In initial observations, it was proven that Al-Mujtahiddin Islamic boarding school

students have capacities that need to be developed but have not yet mastered the business model canvas technique. Entrepreneurship knowledge is still minimal. So it is necessary that training in this community service program will provide basic material about entrepreneurship, digital marketing, especially video editing, capacity building. Apart from that, the training will also include direct practice in making video editing using the capabilities you have.

Monitoring of mentoring is carried out after training to ensure that the students can implement the techniques that have been taught. The change that is expected from this community service is to increase students' understanding of their personal capacities that need to be developed on a digital basis with a business model canvas. The result is that the students have the ability to preach and can publish on social media.

**IMPLEMENTATION METHOD**

Based on the identification of the problem, the team applied for permission to the Almujtahidin Islamic Boarding School. After carrying out the permit, then hold a meeting with the entire team. In the initial stage of preparation, carry out a survey to find out what is needed for seminars, training and business visits and set targets for training. Materials and concepts for seminars and training are also created at this stage.

The next stage is implementing activities, starting from seminars, training to business visits in the form of theory and practice of creating a Business Model Canvas. Carrying out entrepreneurship seminars so that the students are given training for the students' interests and mindset through workshops to explore the interests of the students, carrying out character building training, carrying out visits to MSMEs for printing and video editing and workshops to understand BMC techniques. At the end of the activity, the students learned video editing through the Capcut application and practiced making short videos and uploading videos on YouTube.

## RESULTS AND DISCUSSION

Implementation of service activities begins with creating a work plan and preparing a team and partners who can work together. The team held meetings and visits to convey activity plans.



**Documentation 1. Gathering of the community service team**

After agreeing to carry out the activities, the Team held an entrepreneurship seminar and capacity building training.



**Documentation 2. Entrepreneurship seminar and capacity building training**

In introducing business and entrepreneurship to the students, the team invited the students to visit the Soniaco printing press 2000.

**Foto 3. Visit to Soniaco 2000**

For this material, the students then took part in training using the Business Model Canvas (BMC) method. Students are asked to fill in the BMC block based on their competencies.


**Foto 4. Block Filling BMC**

**Foto 5. Business Model Canvas Method Training**

To increase the capacity of the students to preach, Public Speaking training was held with the hope that the students would have the ability to speak in public and in front of the camera.



**Foto 6. Public Speaking Training**

The next activity is learning to edit videos with the Capcut application and uploading them to the YouTube channel.

**Foto 7. Video Editing and Uploading Training on YouTube**

The following is an example of uploaded results on YouTube which can be accessed by the link: https://youtu.be/q8J30-en-Iw
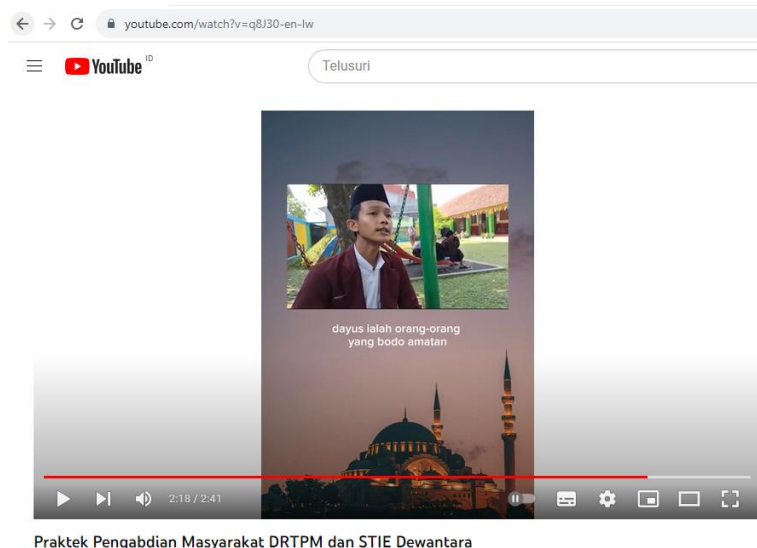


**Foto 8. Photo uploaded to YouTube**

Businesses use the internet as a marketing tool for financial success and to help drive communications with visibility and online sales channels and social media advertising being a powerful way to reach various markets for business expansion (Lindawati et al., 2020).

By doing branding through social media, it is hoped that many viewers will see the work. The next effect is to recognize competence so that many customers and customers need it.

## CONCLUSION

The conclusion from the activities that have been carried out is that the students have the ability to build capacity, know the business model canvas method, improve public speaking and are able to edit videos and upload them on YouTube social media. Recommendations for future community service activities are to explore the competency abilities of the students so they can adapt more quickly to current developments.

## REFERENCES

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