

School Uniform Entrepreneurship in the Digital Age

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ABSTRACT

In entrepreneurship, there are various creativity and innovation, one of the things before running a hero needs to learn management activities, such as planning, organizing, implementing, and evaluating. One of the entrepreneurship in question is school uniforms, during the COVID-19 era there was a decline in the economy, especially school uniforms. But with this, entrepreneurship is developing into the digital world. This research takes the issue related to school uniform entrepreneurs during COVID-19, whether to open sales using digital media or not. This research uses descriptive qualitative research methodology, with case study and interview methods. In marketing in the digital era, there are several things used in social media, namely; collaborative projects, content, and sausage networking sites. In addition, terms of the entrepreneurial industry, especially uniforms can use social media to improve several things such as digital marketing and marketing. By. As a result of the study, out of ten speakers about school uniforms, 3 out of 10 school uniform entrepreneurs wear advice in the digital age and the rest do not, with the opinion that they have collaborated with certain schools to create school uniforms.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have great growth and development potential in improving the standard of living of many people. This is shown by the existence of MSMEs that have reflected the real manifestation of the social and economic life of the largest part of the Indonesian people. As one of the components in the national industry, MSMEs play an important role in the national economy, employment, equity and distribution of development results, and poverty reduction. Statistical data shows that small, micro, and medium enterprises are close to 99.98% of the total business union in Indonesia with a contribution of 56% of the total GDP in Indonesia.

From the description above, we find that Indonesian people show an entrepreneurial spirit. However it still has obstacles ranging from changes that lead to an increase in entrepreneurship. In addition, there are still many problems that certainly need attention from the beginning of the party. The most basic question, in this case, is related to the still ongoing ULMKM productivity. The relay of this productivity is allegedly because the relay of the quality of ULMKM human power slumber is especially in the fields of management, organization, technology regulation, and marketing, and

the retention of the relative ULMKM literacy is still good compared to usaha besar. In addition to the lack of productivity, ULMKM is also applied to the limits of access to the productive power sector, especially the capital sector, technology, information and markets.

The study makes the observation of the education (HR) family, one of which can be expressed in the effective Human Resource Management and effective observations in accordance with the implementation of the instructive establishment, because one of the important requests of the current administration is the ability to monitor the human resources who are in charge of the current authoritative requests and in the end. Because the development of human power is not only proven by itself, it increases the quality of employees but also increases the quality of employees but also increases the quality of life quality as well (Asahan, 2023).

In addition, information and communication technology (ICT) has experienced rapid development. This makes intelligence as a primary communication tool that is in great demand by the public. This is the background for the development of cumulative technology from conventional to digital models and so on. The beginning of the world rolled out the information and communication technology (ICT) of the world during the outbreak of Covid-19 which occurred at the end of 2019 as a global way almost worldwide. And this has impacted the ULMKM worldwide in Indonesia which is carrying out all the time negatively towards business lines. Among the negative impacts of this outbreak are hampering ULMKM business growth, increasing the number of expansion, reducing the country's economic expansion, and others. ULMKM in the field of various schools, where the school performs the practice with the ONLINE system (In Network).

METHOD

The study methodology is a research that is overthrown by the study of understanding, analyzing, and disputing the insights of the study in the real world constellation. In the field of entrepreneurship, study refers to one of the popular models because it allows the study to know the challenges, strategy, challenges, and achievements in business or the completion of the study. The research on methodology study in the field of entrepreneurship: by model study, research can overcome the problem that is relevant (difference in reality). Extracting data taken from the methodology of the case by interview, field observation, and intelligence records. Methodology of study also includes analysis that is deep in exploring the problems of business as diverse as digital schools.

RESULTS AND DISCUSSION

1. Usaha

Usaha in KBBI is defined the same as self-employed, namely people who are clever or talented at making new products, reflect the way of new products, the operation of new products, market it while reflecting the investment of its operation. The character of a self-righteous is to have the character of hardworking, hardworking, and to express the ability to achieve and fulfill.

Menurut Gitosardjono, usaha is the ability possessed by a person to see and assess business activities, to reduce the power that is generated by the study to take decisive action and take the advantage in order to achieve success. Entrepreneurship culminates in the study of the new relativity that is rounded by a person and carried out personally.

Entrepreneurship is the ability to see the situation in which it is obtained

Various problems in dealing with various problems by destroying their abilities, so that they create new and useful studies (Kelirusahaan & Mulkhtar, 2018).

Salah satu usaha yang dipelajari dan disampaikan :

- a. Perencanaan, Where in usaha yang dijalankan selangkah selangkah whatever we
- b. Organizing, so we have to organize work in the range of various schools

- c. Execution, seltellah memelnuhi pelrseldiaan and plan the disengagement of our barullah elkselulation pelnjulal.
- d. ELvaluation. We examine whether the capital with the results of the acquisition is rolling or not, and whether the distribution is not (Buldimas, 2023).

2. Meldia Social

Boyd Melnjellaskan that social meldia is a lunak pelrangkat kulmpullan that allows individuals and even the community of belrkulmpull, belrbagi, saling belrcollaboration or belrwiraulsaha. Social Meldia has a kelkaultan ulselr gelnelrateld contelnt (ULGC) where the connection is produced by pelnggulna, bulkan oleh elditor as in the institution of mass meldia (Sari et al., n.d.).

Kick melnulrult. Anang Sulgelng Cahyono, social meldia is an online meldia, with its customers can by muldah belparticipation, belrbagi, and create content through blogs, social networks, wikis, forum and others. At first social media had a lot of magazines, forum, intelrnelnt, social blogs, melicro blogging, wikis, podcasts, photos or images, videos, trackers and social bookmarking. In the end, Kaplan and Haelnlelin created a classification scheme for the ulntulk as a social jelnis. Including:

- a. Proyelk collaboration, welbsitel that allows the ulcer to collapse, add, or lpuln mel-relmove the connections that exist in this welbsitel. Take Wikipeldia, for example.
- b. Konteln, where pelnggulna divides constellers meldia, belrulpa videlo, el-book, pictures and others. For example, tiktok, and youltulbel.
- c. Situls jelweb social, an application that allows users to send back and drop personal information so that they can be lost to others. For example, facelbok and instagram (Cahyono, n.d.).

In the midst of the Covid-19 outbreak, the offline ulsaha / ULMKM that did not overthrow the social crisis experienced a loss of income to bangkrult, therefore the number of high turnover due to the variety of business selkolah julga melnulrult was because selkolah carried out the ONLINE learning system and students did not make a difference. This is melmbulat belbelrapa wiraulsaha and ULMKM tries to market ulsaha melrelka in Meldia Social selpelrti Facelbook, Tokopeldia, OlShop others.

In the case of indulstri wiraulsaha, especially the variety of school selkolah, can overthrow the social meldia ulntulk increase belbelrapa things, including:

- a. Pelmasaran

The dispensation is where the channeling or offering the selbulh produk keldulk to others or the telrtelntul party will kelbultulhan melrelka the price of the selsulai.

- b. Digital marketing

Digital programming is a marketing embodied in digital dulnia, and melmilki atulran-atulran and keltelntulan telrtelntul (Helendrasah, 2020).

In this regard, the pelnelliti interviewed the belbelrapa of the ulsaha selragam selkolah melngelnai dispensation in the digital elra. We found that 3 out of 10 of the ulsaha selkolah celkolah led the social ulntulk meldia to cover the dissemination. This is due to the belrapa of the selragam selkolah suldah suldah melakukan kelrjasama delngan belrap selkolah and the delngan channeling of the ulmulm cellarvariety (Pramulka, Selragam melrah pultih/birul Pultih/ abul-abul pultih). While the other heroulsaha slurs the cellarse in the social ulntulk melnambah julmlah pelmbelli and the consulumeln / pelmbelli ulntulk melmbelli selragam without haruls pelrgi kel telmpatnya langsung .

CONCLUSION

The flexibility in the digital elra, especially in various schools, has a problem, and because of the COVID-19 outbreak, it has had a significant impact on ULMKM which has not affected social affairs. This is seen from the number of comparisons of income between graduates of various schools

who overthrow social affairs with no very significant benefits. This is evident in the review and the understanding that in digital era, digital lighting is launched for ULMKM graduates, especially the variety of school schools, whether it has the same work as the school sell, maupuln (Bulldim, 2023).

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