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Motivational Efforts and Entrepreneurial Skills in Forming Young Entrepreneurs at the Karawang Youth Cooperative

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Abstract

The purpose of this study is to evaluate the entrepreneurial skills of the youth community in order to help them become independent business owners. Young people can be more enthusiastic about entrepreneurship by utilizing their skills through available entrepreneurship training activities. Young people can understand the value of entrepreneurship more completely after practicing entrepreneurship training. This research method uses a qualitative methodological approach, which is a scientific technique for collecting data for specific uses and purposes. The results of this study show that although most participants are interested in starting their own businesses, they have plans hampered by lack of experience, knowledge and funding.

Keywords motivation. Skills, entrepreneurship, youth.

1. Introduction

Some people, including yourself, should strive to develop an entrepreneurial spirit. Therefore, it is ideal to start teaching young people about entrepreneurial motivation from a young age. either by doing learning activities or by starting a business with others (entrepreneurs). This will eventually lead to the formation of an entrepreneurial mindset, which will inspire others to follow suit. Becoming an entrepreneur requires strong marketing skills. This is not a skill that is easily acquired or developed on its own. Experience and knowledge are important for entrepreneurs. The more often business activities are carried out, the more entrepreneurial skills are developed. These skills include the ability to think creatively to generate various ideas that can develop into profitable businesses and the ability to communicate effectively to make products or services attractive to customers, technological skills to reach customers from various locations, and so on.

In addition to having many skills, being an entrepreneur requires us to be able to produce or manufacture a product of goods and services, market it to consumers, and build a relationship of mutual trust with them as users. In providing services to this community, the aim is to help its members find the essence of entrepreneurship, have the motivation of that essence, and develop the mindset and attitude of an entrepreneur, including understanding the resources and facilities needed by an entrepreneur. For beginners, each of these phases represents the beginning of arousing curiosity and enthusiasm while fostering an entrepreneurial mindset. By participating in counseling activities will give you a basic understanding of the spirit of entrepreneurship, especially in terms of learning how it feels to be an entrepreneur. Participants

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are expected to be able to prepare themselves for changes that are quite rapid and ready if one day they want to run their own business.

With the high unemployment rate, especially in the working age group, it cannot be separated from the paradigm of thinking or mindset of the younger generation who tend to want to work in companies and the limited employment opportunities in the formal sector. This is very unfortunate, because the younger generation has the potential to develop creativity and very high abilities. The main obstacle to the growth of entrepreneurship for young people is the lack of understanding of the importance of developing an independent and active young generation. Youth entrepreneurship development is a planned, directed, and long-term method. The importance of the business world is increasing along with the increasing unemployment rate. felt. Because the government's ability to create jobs is very limited, development will be more stable if supported by entrepreneurs. The government needs funding, staff, and supervision in order to handle all aspects of development effectively. Thus, the number and caliber of entrepreneurs alone have the potential to develop through entrepreneurship. Because the number of entrepreneurs in Indonesia is relatively small and of poor quality, entrepreneurship development is an important component in the success of development.

2. Literature Review

Entrepreneurship is one of the strategies used to combat the increasing unemployment rate. In addition to being financially successful, most entrepreneurial ventures greatly help businesses in meeting the needs of large numbers of customers. One way to support the family economy is to foster independent young entrepreneurs, both directly and indirectly. Given that the younger generation is expected to become educated young entrepreneurs who are able to open their own businesses, fostering an entrepreneurial spirit in them is considered an alternative strategy to reduce unemployment. Although entrepreneurship requires a well-thought-out plan to avoid failure, a business can be considered successful and independent if the following factors are considered: there are three factors that need to be considered when analyzing the causes of failure, especially for small and medium business owners, lack of knowledge of basic marketing strategies (including management, especially marketing management) causes 40% of UMKM Cooperation failures, secondly, a lack of enthusiasm in the management team causes 30% of failures, 25% of which fail due to limited funds.

3. Research Method

The author uses a qualitative methodological approach of scientific techniques to collect data for specific uses and purposes known as research methods. That is, there are four important factors that need to be considered: scientific methods, data, objectives, and uses. This type of research is known as field research, meaning that the information used is collected through field investigations by observing, recording, and talking directly to participants to collect information relevant to the research. This study uses a descriptive research type. The purpose of descriptive research is to provide an accurate and comprehensive picture of a situation. Theoretical explanations include background information on entrepreneurship, business management, and marketing strategies. Explanations of business actors regarding entrepreneurship, including

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explanations of past business ventures, including income and dangers faced. During the discussion, participants asked several questions, and the presenters provided related explanations. Assessment, to ensure the feasibility and results of the youth cooperative member initiative.

4. Finding and Discussion

This study was conducted to participate in a competitive grant at Singaperbangsa University, Karawang, "Efforts to Motivate and Entrepreneurial Skills in Forming Young Entrepreneurs at the Karawang Youth Cooperative." The research findings show that motivation has a significant impact on the way UMKM work as members of the Youth Cooperative after receiving training from the youth cooperative in Karawang Regency in 2021. 75% of business actors in 100 research samples reported higher efforts. Not all UMKM, although 10% of them actually experienced losses. According to the UMKM interviewed, they lost Motivation for various reasons, such as getting activities other than doing business, there were clients who lied, and so on. If handled properly, the benefits of selling cooperative members of UMKM actors are actually very tempting. because the next business opportunities and related finances are clearly recorded when they come in and out and can be checked if there is a loss.

The Role of Karawang Youth Cooperatives in Developing Entrepreneurship for Member Welfare is the title of a competitive grant research from Singaperbangsa University Karawang. Based on the research findings, Youth Cooperatives play an important role in improving the welfare of their members by fostering motivation by improving entrepreneurial skills through two programs: business development and basic training. In the latter case, the Youth Cooperative helps trained members become successful business owners by providing guidance and direction. In addition, the Karawang Youth Cooperative is also involved in youth business development activities in Karawang Regency which are organized by the local government or independently. The Karawang Youth Cooperative helps in direct marketing through galleries and social media for the products of the UMKM it fosters.

This study is different from previous studies where researchers observed directly how entrepreneurs build their companies and the strategies they implement to maintain growth and the ability to call their businesses successful and independent. They also concentrate on the tactics used by young entrepreneurs in development. Because today's young generation of Indonesia must think forward and be proud of their heritage to drive the country's economy, it is important to know whether these businesses have succeeded in achieving progress. their plans and can be considered successful and independent. In order to foster entrepreneurial values in the wider community, the researcher took the title "Efforts to Motivate and Entrepreneurial Skills in Forming Young Entrepreneurs at the Karawang Youth Cooperative" with the formulation of the problem of how to evaluate youth entrepreneurship development initiatives to help them become independent business owners. Young people can be more enthusiastic about entrepreneurship by utilizing the benefits of available entrepreneurship counseling. young people can understand the value of entrepreneurship more completely after entrepreneurship counseling is practiced.

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