COMMUNITY SERVICE PROPOSAL

EMPOWERMENT OF DIGIPRENEURSHIP COMPETENCE FOR YOUTH IN PANDEGLANG BANTEN IN THE DIGITAL ECONOMY ERA”
(PEMBERDAYAAN KOMPETENSI PROSUMER BAGI REMAJA PANDEGLANG SEBAGAI SUMBER EKONOMI BARU)

TIM PENGUSUL

Ketua Penelitian:
Dr. Ahmad Mulyana, M.Si  NIDN: 0318116602

Anggota:
Dr. Heni Gusfa, M.Si: NIDN 00425097301
Riki Danu, NIM 55221110070
Idzni Sabila, NIM 55221110058

Mitra : University Utara Malaysia
Ketua :
Dr. Rohana Mijan

BIDANG ILMU KOMUNIKASI
PROGRAM PASCASARJANA
UNIVERSITAS MERCU BUANA
JAKARTA 2020
ENDORSEMENT PAGE
COMMUNITY SERVICE PROPOSAL

1. a. Title of Community Service Proposal: Empowerment of digipreneurship competence for youth in Pandeglang Banten in the digital economy era.”

b. title of previous research: Social media literation as a creative economic activity on promotion of industrial recycles

2. Team Leader
a. Name: Dr. Ahmad Mulyana, M.Si.
b. NIDN: 0318116602
c. Functional: Lektor Kepala
d. Faculty/Study Program: Communication Science
e. Mobile Number: 081807422579
f. E-mail Address: ahmad.mulyana@mercubuana.ac.id

3. Team Member (lecturer):
   a. Number of member: lecture 1 person
   b. Name of member /NIDN: Dr. Heni Gusfa, M.Si

4. Team Member (Student):
   a. Number of student: Student 2 person
   b. Name/NIM of student I: 1. Riki Danu, NIM 55221110070
   c. Name/NIM of student II: 2. Idzni Sabila, NIM 55221110058

5. Location of activity
   a. Area of activity: Gerendong, Keroncong
   b. Kabupaten/Kotamadya: Pandeglang
   c. Propinsi: Banten

6. Project Partner: Dr. Rohanna, University Utara Malaya

7. Output Produced: developing entrepreneurial values and increasing competence through digital entrepreneurship for Youth in Gerendong Village, Keroncong, Pandeglang, Banten

8. Implementation period: Januari – April 2022

9. Cost required:
   a. Source of P2M-UMB: Rp 7,225,000,-
   b. Source of Mitra: Rp , (in-kind)

Jakarta, 17 December 2022

Signed by,
Head of the Communication Science Master’s Program

Dr. Heri Budianto, M.Si
NIP: NIK: 104740266

Team Leader

Dr. Ahmad Mulyana, M.Si.
NIP: 103660264

Approve,
Head of Research Centre

Dr. Sarwani Hasibuan, M.Si
NIP: 114670407
# TABLE OF CONTENTS

Endorsement Page.................................................................................................................. ii

Table of Contents................................................................................................................... iv

CHAPTER I INTRODUCTION ................................................................................................. 1  
1.1. Situation Analysis ................................................................................................. 4  
1.2. Problem .................................................................................................................. 6  
1.3. Purpose of Activity ............................................................................................... 6  
1.4. Target Program Activities ................................................................................... 7  
1.5. Benefits of Activities ............................................................................................ 8

CHAPTER II TARGET AND OUTPUT .................................................................................. 8  
2.1. Target ....................................................................................................................... 8  
2.2. Output ...................................................................................................................... 8

CHAPTER III IMPLEMENTATION METHOD ................................................................. 10  
3.1. Place and Time ....................................................................................................... 10  
3.2. Target Audience ................................................................................................... 10  
3.3. Type of Activity ..................................................................................................... 10  
3.4. Technique / Method of Activity ............................................................................ 11

CHAPTER IV FEES AND ACTIVITIES SCHEDULE ......................................................... 12  
4.1. Details of UMB Fund Fees .................................................................................. 12  
4.2. Details of Mitra Fund Fees (in-kind) ................................................................... 13

Bibliography 14

Attachment  
- Biodata
SUMMARY

The economic potential in this digital era is very wide and promising. In utilizing this potential, it is necessary to have the ability of entrepreneurs from every level of society so that this potential can be managed into a new economic source. Empowerment of entrepreneurial values through digital entrepreneurship competence is considered very necessary in the current millennial era. The high number of entrepreneurs can be achieved if the community is encouraged and conditioned and motivated by someone to become an entrepreneur. Entrepreneurial motivation is one of the keys to determining business success. Through digital technology entrepreneurship (digital entrepreneurship) has had a tremendous impact in the world. Digital businesses built through internet networks such as Google, Facebook, or Microsoft have been able to change the world and have formed communication patterns without geographic barriers. Digitization also has an impact on the development of new entrepreneurs. The potential for new business development is increasing due to the opportunity to digitize business branches and change businesses from offline to online, and where traditional organizations that are physically active are digitized, so that traditional entrepreneurs change into new forms of business in the digital era, both in terms of products, distribution and business locations. It is hoped that this socialization can foster entrepreneurial values and increase competence through digital entrepreneurship for Youth in Gerendong Village, Keroncong District, Pandeglang Banten.
BAB I PENDAHULUAN

1.1 Situation Analysis

The Indonesian government in anticipating rapid economic and social changes, one of which is by making entrepreneurship education one of the pillars of the economy. According to Eiidenberg (2016), the high number of entrepreneurs is undoubtedly driven by the high motivation of a person in entrepreneurship. The entrepreneurial reason is one of the keys to determining business success.

Building entrepreneurial motivation in students can be done through academic and non-academic activities (Orziemge et al., 2014). An example of academic activity is through entrepreneurship learning which can encourage students to be more motivated to become entrepreneurs, namely through the development of an entrepreneurial school environment that will be able to create entrepreneurial motivation that is born from students so that a stronger motivation is formed than motivation formed due to the environment or external factors.

The theory put forward by Nafziger (2011) says that the business environment affects entrepreneurial motivation. The entrepreneurial environment influences a person's entrepreneurial behavior and characteristics. Based on this theory, the entrepreneurial environmental factors affect youth entrepreneurship motivation. Vocational High School students with a conducive entrepreneurial environment tend to be more motivated to become entrepreneurs.

The Student's Column (2019) states that the millennial generation has more innovative, creative and critical thinking, so that they can create more creative and innovative businesses and develop fast, (Simatupang et al., 2010), and based on data from the Indonesia Millenial Report 2020 also states that 69.15% Indonesian millennial interest choose to be entrepreneur. The type of entrepreneur in the current millennial era cannot be separated from technology.

Digital technology entrepreneurship has had a tremendous impact on the world. Digital businesses built through internet networks such as Google, Facebook, or Microsoft have changed the world and have formed communication patterns without geographic barriers. Digitization also has an impact on the development of new entrepreneurs. The potential for
new business development is increasing due to the opportunity to digitize business branches and change businesses from offline to online (Musnaini et al., 2020).

The positive impact of digitalization on entrepreneurship also occurs in various forms, namely, promoting innovation, creating job opportunities, and increasing productivity both socially and economically so that it becomes a priority for governments in various countries.

However, the digital entrepreneurial potential of millennial businesses certainly needs to be developed by various parties. The parties that play a significant role are the government, universities, and industry. These three parties are the most conducive organizations in developing innovation (Musnaini et al., 2020)

Digital entrepreneurship is a sub-category of entrepreneurship where traditional physically active organizations are digitized so that traditional entrepreneurs change into new forms of business in the digital era, both in terms of product, distribution, and business location. Digital entrepreneurship is also an effort to achieve new business opportunities through new media and internet technology.

Life Changer Allianz(2018); Another advantage of entrepreneurship at a young age is being close to the latest technology. Technological developments are increasingly rapid today, making entrepreneurs get convenience in terms of internet access as a medium for marketing, promotion, or doing business. Entrepreneurship by utilizing online companies is increasingly being done, such as opening an online shop, selling SEO (search engine optimization) and SEM (search engine marketing) services, freelance writing, and many more. At a relatively young age, of course, he can understand the market's tastes at his age. Millennials know young people's tastes well, understand what is trending, or will become a trendsetter. So, there is no need to wait old enough to build a new business if millennials can become successful entrepreneurs.

The digital entrepreneur business trend is growing due to the COVID-19 pandemic and is one of the business opportunities that must be exploited. To build an e-commerce business that can compete and survive and be profitable. The strategy to start building a digital business and the right, accurate and efficient marketing process significantly help make digital entrepreneurs.

Based on the explanation above, there is an excellent opportunity to make digipreneurship in increasing entrepreneurship for the younger generation to take advantage of the opportunities
described above. In that context, we created a community service activity with the title "EMPOWERMENT OF DIGIPRENEURSHIP COMPETENCE FOR YOUTH IN PANDEGLANG BANTEN IN THE DIGITAL ECONOMY ERA."

1.2 Problem identification

Based on the description above, a common problem that teenagers usually face is that there is not enough socialization related to digital entrepreneurship, so our community service team considers the following:

1. How to grow entrepreneurial values for the younger generation, especially in Gerendong Village, Keroncong District, Pandeglang Banten
2. How to implement digital entrepreneurship for the younger generation, especially in the Gerendong Village, Keroncong District, Pandeglang Banten

1.3 Activity Purpose

The goals to be achieved from this community service are to grow student values for entrepreneurship as early as possible and introduce digital entrepreneurship. The results of this community service are expected to bring the following positive impacts:

1. Growing Entrepreneurial values for the younger generation, especially in the Gerendong Village, Keroncong District, Pandeglang Banten
2. Implementing digital entrepreneurship for teenagers in Gerendong Village, Keroncong District, Pandeglang Banten

1.4 Benefits of Activities

The benefits of community service carried out are:

1. Increased knowledge and insight about entrepreneurial values for the younger generation, especially in the Gerendong Village, Keroncong District, Pandeglang Banten
2. Increasing knowledge and insight into digital entrepreneurship as a competency to improve entrepreneurship.
BAB II. SOLUSI DAN TARGET LUARAN

2.1 Solution

Through this community service socialization activity, it is hoped that it can increase the knowledge and insight of the younger generation about the values of challenging, creative and innovative entrepreneurs in the millennial era.

Through this socialization activity, young generation participants can understand what is meant by digital entrepreneurship to increase their competence to implement it in the business world.

2.2 Outcome Target

Based on the details above, the following is the planned output target of this service program:

<table>
<thead>
<tr>
<th>No</th>
<th>Output type</th>
<th>Indikator Capaian</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Scientific publications in journals with ISSN/proceedings (^{1})</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Publication in print/online/repository mass media PT (^{6})</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Increased competitiveness (improvement of quality, quantity, and added value of goods, services, product diversification, or other resources) (^{4})</td>
<td>Ada</td>
</tr>
<tr>
<td>4</td>
<td>Increasing the application of science and technology in society (mechanisms, IT, and management) (^{4})</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Improvement of community values (art, culture, social, politics, security, peace, education, health) (^{2})</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Publication in international journals (^{5})</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Services, social engineering, methods or systems, products/goods (^{5})</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>New innovation TTG (^{3})</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Books with ISBN (^{6})</td>
<td></td>
</tr>
</tbody>
</table>

Description:
1) Fill in not yet/none, draft, submitted, reviewed, or accepted/published
2) Fill in not yet/none, draft, registered or already implemented
3) Fill in not yet/none, draft, or registered/granted
4) Fill with not yet/none, product, application, a significant improvement
5) Fill with not yet/none, draft, product, or implementation
6) Fill in /no, draft, editing process/already published
BAB III. METODE PELAKSANAAN

3.1 Action Plan
This community service is carried out in the form of socialization to the younger generation of Gerendong Village, Keroncong Pandeglang District, Banten in two main stages.

3.2 Target audience
The target of this activity is the younger generation of Gerendong Village, Keroncong Pandeglang District, Banten

3.3 Activity Method
This community service is carried out in the form of socialization to the younger generation of Gerendong Village, Keroncong Pandeglang district, Banten

This method of socializing community service activities is carried out through:
1) Delivering material about entrepreneurial values online in front of an audience.
2) Submission of material accompanied by examples of videos and pictures of entrepreneurial content.
3) Question and Answer Session: given the opportunity for participants to ask about the material that has been presented.

3.4. Types of Outcomes According to the Activity Plan
Through the socialization of entrepreneurship and digientrepreneurship, the expected outcomes of the participants are:
1. Having the values of a tough, creative, and innovative entrepreneur.
2. Have digital entrepreneurship competence in students.

Overall, the details of the problems, solutions, and outcomes of this community outreach program are as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Problem</th>
<th>Solution</th>
<th>output</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>There are no entrepreneurial values in the participants yet</td>
<td>Adding entrepreneurial values to participants</td>
<td>Have entrepreneurial values</td>
</tr>
<tr>
<td>2</td>
<td>Don't have digital entrepreneurship competence yet</td>
<td>Adding digital entrepreneurship competence to the participants</td>
<td>Have digital entrepreneurship competence for the participants</td>
</tr>
</tbody>
</table>
3.5 Activity Evaluation Mechanism

Activity evaluation is a process to collect data and information needed in the training program. Training evaluation is more focused on reviewing the training process and assessing the training results and the impact of the movement. Training evaluation has a function as a process controller from the results of the training program so that a systematic, effective and efficient training program can be guaranteed. The training evaluation tries to get information about the training program results and includes feedback from the training participants, which is very helpful in improving the training through the questionnaire provided.

Training evaluation is carried out with the aim of:

• Find out which parts of the training have succeeded in achieving the objectives and which parts have not been successful so that corrective measures can be made.
• Provide opportunities for participants to contribute suggestions and assessments of the program being implemented.
• Provide input for program planning.
• Provide input for the program's continuation, expansion, and termination.
• Provide input to modify the program.
• Obtaining information about the supporting and inhibiting factors of the program.

Several models of training evaluation include: (Santoso, 2014) Formative Evaluation Model is an evaluation carried out on the process that occurs to provide feedback for the implementers of the training program.

The results obtained after the community service activities were carried out were that teenagers in the Gerendong area, Keroncong District, Pandeglang Banten had the motivation to become entrepreneurs by realizing the importance of entrepreneurial values and opportunities to take advantage of and make digital media a new economic source that could improve their standard of living.
CHAPTER IV
FEES AND ACTIVITIES SCHEDULE

4.1. Details of UMB Fund Fees

<table>
<thead>
<tr>
<th>No</th>
<th>Component</th>
<th>Proposed Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Instructor Honorarium</td>
<td>Rp 2.000.000,-</td>
</tr>
<tr>
<td>2.</td>
<td>Meeting Consumption</td>
<td>Rp 350.000,-</td>
</tr>
<tr>
<td></td>
<td>For 5 persons x @ Rp 35.000,- x 2 times</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Consumption During Activities</td>
<td>Rp 750.000,-</td>
</tr>
<tr>
<td></td>
<td>Snack for 50 persons @ Rp 15.000,-</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Participant Transportation</td>
<td>Rp 2.500.000,-</td>
</tr>
<tr>
<td></td>
<td>For 50 persons @ Rp 50.000,-</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Photocopy Activity Material</td>
<td>Rp 250.000,-</td>
</tr>
<tr>
<td>6.</td>
<td>Documentation</td>
<td>Rp 125.000,-</td>
</tr>
<tr>
<td>7.</td>
<td>Sertificate</td>
<td>Rp 500.000,-</td>
</tr>
<tr>
<td>8.</td>
<td>Data Analysis</td>
<td>Rp 250.000,-</td>
</tr>
<tr>
<td>9.</td>
<td>Making a Report</td>
<td>Rp 300.000,-</td>
</tr>
<tr>
<td>10.</td>
<td>Banner or Flyer</td>
<td>Rp 200.000,-</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL COST</strong></td>
<td><strong>Rp 7.225.000,-</strong></td>
</tr>
</tbody>
</table>

4.2. Details of Mitra Fund Fees *(in-kind)*

<table>
<thead>
<tr>
<th>No</th>
<th>Component</th>
<th>Proposed Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Accomodation for 3 days @Rp 600.000,-</td>
<td>Rp 1.800.000</td>
</tr>
<tr>
<td>2.</td>
<td>Consumption for 50 persons @ Rp 25.000,-</td>
<td>Rp 1.250.000,-</td>
</tr>
<tr>
<td>3.</td>
<td>Local trasnportation for 3 days @ Rp 500.000,-</td>
<td>Rp 1.500.000,-</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL COST</strong></td>
<td><strong>Rp 4.550.000,-</strong></td>
</tr>
</tbody>
</table>

4.3. Schedule of Activity
<table>
<thead>
<tr>
<th>NO</th>
<th>Activities</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td>Submission of proposals and presentations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02.</td>
<td>Contact Stakeholder in Kembangan Utara Village</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>03.</td>
<td>Implementation</td>
<td></td>
<td></td>
<td></td>
<td>Desa Gerendong, keroncong, Pandeglang, Banten</td>
</tr>
<tr>
<td>04.</td>
<td>Implementation Evaluation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05.</td>
<td>Making a Report</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.1. Jadwal Kegiatan

Kegiatan ini akan dilaksanakan pada 10 Desember 2016, pukul 09.00 – 12.00 bertempat di Masjid Al-Awwabin, Jakarta Timur. Dengan susunan acara sebagai berikut:

<table>
<thead>
<tr>
<th>No</th>
<th>Waktu</th>
<th>Kegiatan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>09.00 – 09.30</td>
<td>Pembukaan</td>
</tr>
<tr>
<td>2</td>
<td>09.30 – 09.40</td>
<td>Sambutan Ketua Program</td>
</tr>
<tr>
<td>3</td>
<td>09.40 – 09.55</td>
<td>Sambutan Perwakilan Ketua Pengajian Al-Awwabin</td>
</tr>
<tr>
<td>4</td>
<td>09.55 – 10.40</td>
<td>Penyampaian Materi tentang Literasi Media Sosial</td>
</tr>
<tr>
<td>5</td>
<td>10.40 – 11.00</td>
<td>Diskusi</td>
</tr>
<tr>
<td>6</td>
<td>11.00 – 11.45</td>
<td>Kuis dan Games</td>
</tr>
<tr>
<td>7</td>
<td>11.45 – 12.00</td>
<td>Penutupan</td>
</tr>
</tbody>
</table>
DAFTAR PUSTAKA


https://www.academia.edu/10094397/LITERASI_MEDIADAN_ANTISIPASTHADAP_MASALAH_SOSIAL diakses pada 10 Oktober 2016