



The 1st Multi-Disciplinary International conference University Of Asahan2019
Thema: "The Role of Science in Development in the Era of Industrial Revolution
4.0 based on Local Wisdom." in Sabty Garden Hotel-Kisaran North Sumatra,
March 23rd, 2019

BUSINESS START-UP EMPOWERMENT IN ASAHAN DISTRICT

¹M. Saleh Malawat; ²M. Umar Maya Putra;

¹Management Department, Asahan University, Indonesia

²Management Department, Universitas Al Azhar, Indonesia

Email: umaryazli2017@gmail.com

Abstract

This paper is a seminar to improve e-commerce literacy in the legitimacy of business start-up in Asahan district, case study of SMK Negeri 2 Kisaran. Through this program, it is expected that it knows the importance of business in increasing empowerment. The method that will be used is experiential learning method and the concept of literature study about entrepreneurship. The delivery in the form of group discussions, games so that people can participate actively in this activity. In the training presented the material: the business for young generation. After the activities were conducted, it was found that the participants were quite responsive and enthusiastic in following the training materials, as evidenced by the many questions asked by the participants. They will make a new contribution for Asahan

Keywords: *business, start-up, empowerment*



A. Introduction

A good business mentality and culture has the ability to empower students to make better results in creating a product in the community and can absorb employment fields to reduce unemployment. Local communities will be presented with innovative products that can continue to grow from year to year.

Creativity and innovation are believed to be aspects that make life continue. Without reducing power and confidence in the Creator, most individuals on this earth can survive from any difficult conditions, because of their creativity and innovation. Individuals can overcome problems of basic needs, security, economics, and problems / interpersonal conflicts, because of their creativity and innovation (Suyasa, 2009).

The presence of creativity and innovation can increase student interest in developing a business. In the dynamics of its development, the business will be faced with problems that need to be systematically resolved.

Small businesses are businesses that rely on the success of budding entrepreneurs. They decide whether the business is successful or not, being large or small remains, moving according to market demands or stalled. Small businesses have limited capital, employees, location (Dilham *et al*, 2016).

To solve these problems, the role of various parties is needed to be able to improve the welfare of the business that will be implemented. The government in implementing programs that are scheduled from the short and long term.

In realizing prosperity, the first step needed by students is the support of special facilities from the government, especially in improving the quality of entrepreneurship as the main role and development strategy which is named the entrepreneurial student program. The government-run entrepreneurship program can direct business development to be more focused on business goals in the short and long term (Syarifah, & Putra, 2018).

Entrepreneurship student creativity programs are used to develop skills and gain profits. The commodities produced can be goods or services which are one of the basic capital of entrepreneurial students and prepare for competition in the free market (www.simbelmawa.ristekdikti.go.id,2017).



To better understand the impact of this market mentality, a more critical approach to entrepreneurship is needed. In terms of strengthening the base of entrepreneur mentality, the market needs to be introduced as a medium of buying and selling. Economic disparities that occur due to the culture of the people who still want alumni to create opportunities to become permanent workers and have not changed the culture of entrepreneurship and business independence (Wahyuni & Putra, 2017).

In an effort to improve social welfare, social philanthropy is one of the efforts that is often carried out in Indonesia. Social philanthropic activities carried out by individuals, groups, communities, mass media that are widely used for education (scholarships), health, food distribution, disaster victims, assistance for childbirth, social conflict and social unrest (Malawat & Putra, 2018).

Entrepreneurship and social philanthropy can create a forerunner to creating business independence. In such independence will increase a harmonious creativity and be able to support the development development program.

In the development of a company, what is needed is not only to generate profits, but it is necessary to do confidence to increase awareness for joint business improvement. The condition of the company is certainly related to the activities of residents around the company. Citizen activities can certainly influence concern for companies and companies need to act to create a harmonious atmosphere to create sustainable development (Putra & Dilham, 2017).

Identification of actors or stakeholders relevant to and assessing their importance in the system is also the analytical method used. In incorporating stakeholder analysis, it is deemed necessary to identify parties directly, to classify stakeholders according to interests, to comply with relevant regulations in utilizing local economic resources, to analyze different interpretations of local resources, analysis of social networks among those involved party (Dilham & Putra, 2018).

Human capital which is the main point in improving the quality of beginner businessmen is needed the support of entrepreneurship education to be able to increase innovation so as to improve the performance of the company. They need the ability to combine income, capital, selling prices, the number of workers from the community who can solve all problems to reach market share in general (Malawat & Putra, 2018).

From the related phenomena, basic problems can be discussed such as how the entrepreneurship program activity process is managed



for Business Start-Up Empowerment In Asahan District with a case study of SMK Negeri 2 Kisaran Students.

B. Method

The method that will be used is experiential learning method and the concept of literature study about entrepreneurship. The delivery in the form of group discussions, games so that people can participate actively in this activity. In the training presented the material: the business for young generation. The data sources in this study were from international journals, books, the Central Bureau of Statistics which were transferred to focus groups with participants.

C. Research Finding

Individuals can overcome problems of basic needs, security, economics, and problems. They decide whether the business is successful or not, being large or small remains, moving according to market demands or stalled. In realizing prosperity, the first step needed by students is the support of special facilities from the government which is named the entrepreneurial student program. To better understand the impact of this market mentality, a more critical approach to entrepreneurship is needed like the idea of Suyasa (2009), Dilham *et al*, (2016), Syarifah, & Putra (2018), www.simbelmawa.ristekdikti.go.id (2017), Wahyuni & Putra (2017), Malawat & Putra (2018).

In the development of a company, what is needed is not only to generate profits, but it is necessary to do confidence to increase awareness for joint business improvement. Identification of actors or stakeholders relevant to and assessing their importance in the system is also the analytical method used. It is also the analytical method used. They need the ability to combine income, capital, selling prices, the number of workers from the community who can solve all problems to reach market share generally like the information of Putra & Dilham (2017), Dilham & Putra (2018).

D. Discussion

The improvement of e-commerce literacy in business start-up in Asahan district with the case study of SMK Negeri 2 Kisaran will make the breakthrough successful or not, being large or small remains, moving according to market demands market mentality, a more critical approach



to entrepreneurship is needed. The audiences is better understand the impact of this market mentality, a more critical approach to entrepreneurship. In the development of a company, what is needed is not only to generate profits, the ability to combine income, capital, selling prices, the number of workers from the community.

After the activities were conducted, it was found that the participants were quite responsive and enthusiastic in following the training materials, as evidenced by the many questions asked by the participants. They will make a new contribution for Asahan

E. Conclusion

The Identification of actors or stakeholders relevant to and assessing their importance in the system is also the analytical method used. The audiences is better understand the impact of this market mentality. As the responsive and enthusiastic audiences in SMK Negeri 2 Kisaran will make a new contribution for Asahan.

Bibliography

- Dilham, Ami., & Putra, M. Umar Maya. (2018). Socio Economic Community Mapping Around Dumai Timur (Case Study: Tanjung Palas Village). *IOP Conf. Series: Earth And Environmental Science* 126 (2018) 012085 Doi:10.1088/1755-1315/126/1/012085 (pp. 1-6). Medan: IOP Publishing.
- Dilham, Ami., Putra, M. Umar Maya., & Parimin. (2016). Social Economic Community Mapping Around Social Economic Community Mapping Around Hilir). *Proceedings Of The 1st Annual International Seminar On Transformative Education And Educational Leadership (AISTEEL)* E-ISSN: 2648-4613 (pp. 600-607). Medan: Aisteel Unimed
- [Http://www.simbelmawa.ristekdikti.go.id](http://www.simbelmawa.ristekdikti.go.id). (2017, 30 07). <http://www.simbelmawa.ristekdikti.go.id>. Retrieved 08 11, 2018, From [Http://www.simbelmawa.ristekdikti.go.id](http://www.simbelmawa.ristekdikti.go.id).
- Malawat, Muhamad Saleh., & Putra, M. Umar Maya. (2018). Review Of Implementation In Bunut Shoes Assistance Program In Order Of Micro, Small And Medium Enterprises Economic In Asahan Regency. *Journal Of Physics: Conference Series* Doi :10.1088/1742-6596/970/1/012022 , pp. 1-6.



*The 1st Multi-Disciplinary International conference University Of Asahan 2019
Thema: The Role of Science in Development in the Era of Industrial Revolution
4.0 based on Local Wisdom." in Sabty Garden Hotel-Kisaran North Sumatra,
March 23rd, 2019*

- Malawat, S., & Putra, M. Umar Maya. (2018). Socio Economic Kisaran Barat Community Mapping In Asahan Regency. *The 11th International Workshop And Conference Of Asean Studies In Linguistics, Islamic And Arabic Education, Social Sciences And Educational Technology 2018* (pp. 1-7). Asahan: Universitas Asahan.
- Putra, M. Umar Maya., & Dilham, Ami. (2017). An Effectiveness Analysis Of Corporate Social Responsibility Of Empowerment Program In Terminal BBM Pertamina Siantar. *Proceedings Of The 7th Annual International Conference (AIC) Syiah Kuala University And The 6th International Conference On Multidisciplinary Research (ICMR) In Conjunction With The International Conference On Electrical Engineering And Informatics (ICELT* (pp. 457-63). Banda Aceh: Universitas Syiah Kuala.
- Suyasa, P. T. (2009). Penumbuhan Kreativitas dan Inovasi sebagai Usaha Pengembangan Potensi Kewirausahaan. *Pelatihan Program Mahasiswa Wirausaha Lembaga Pengabdian Kepada Masyarakat dan Ventura (LPKMV) Universitas Tarumanagara, Jakarta, 5 Agustus 2009* , pp. 1-14
- Syarifah, T., & Putra, M. Umar Maya. (2018). Motivation And Entrepreneurs Training For Tinggi Raja Society Of Asahan Regency. *2nd Annual International Seminar On Transformative Education And Educational Leadership (AISTEEL 2017)* (pp. 1 - 5). Medan: Atlantis Press.
- Syarifah, T., & Putra, M. U. (2018). Motivation And Entrepreneurs Training For Tinggi Raja Society Of Asahan Regency. *2nd Annual International Seminar On Transformative Education And Educational Leadership (AISTEEL 2017)* (pp. 1 - 5). Medan: Atlantis Press.
- Wahyuni, D., & Putra, M. Umar Maya. (2017). Entrepreneurship And Business Ethics In Civil Society Of Tinggi Raja District Asahan Regency. *International Seminar And Annual Meeting 2017 Fields Of Linguistics, Literature, Arts And Culture* (pp. 255-260). Medan: Research Institute State University Of Medan.