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BUSINESS MOTIVATION STRATEGY IN TANDEM HILIR DISTRICT

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Abstract

This paper is a concept of entrepreneur motivation of Tandem Hilir district. Through this program, the community intention can be improved into the highest level. The method used is experiential learning method and the concept of literature study about entrepreneurship. In the training presented the material: The role of entrepreneurship in Sumatra Utara. After the activities were finished, it was found that they got the innovation strategy to get the best target and will make the special movement in their business.

Keywords: *entrepreneur, innovation, business*



A. Introduction

Imitation concept of regions or provinces, can be used as an early stage to start a business or industry was the inspiration for starting a business more innovative and strengthen the brand image of a business. With the inspiration and imitation, can do the process of innovation of existing products, that will create a diversified product and has a high business value when competing on market mechanisms.

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).

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).

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).

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).



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 motivation strategy for young entrepreneurs in Tandem Hilir

B. Method

The method that will be used is experiential learning method and the concept of literature study about the role of 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 role of entrepreneurship for young generation in Sumatera Utara. 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

Imitation concept of regions or provinces, can be used as an early stage to start a business. Through innovation, it can create the ability to develop. The entrepreneurs can make the area become good competition



and improve the ability of community. The best human capital can be found from the business empowerment as well as the ability to lead the market as the expert idea mentioned.

D. Discussion

As the of entrepreneurs for Sumatera Utara, They can provide the financial transactions to see the business performance on a regular basis and development benchmarks namely:

1. Thinking Time includes enlarging business, efficient expenditure and performance effectiveness
2. Measuring includes understanding business language including components of financial statements and determining effective results with continual income generation and always giving charity in order to get blessings in business.

At the end of the method, a financial report simulation is carried out, to make it more clearly measured in business development.

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 Tandem Hilir

E. Conclusion

The role of entrepreneurship can be improved by the community skill. As the activities, The entrepreneurs is better understand the impact of benchmark development and the financial transaction

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