

Community Empowerment Through Entrepreneurship Program Based on Information Technology (Technopreneurship) for Residents of RT 03 RW 02 Pondok Jati Jurangmangu Barat Pondok Aren

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ABSTRACT

Residents in the neighborhood of Rukun Tetangga 03 Rukun Warga 02 Pondok Jati Jurangmangu Barat Pondok Aren mostly belong to the lower middle class. Most of the residents in this RT 03 environment run their business businesses such as warungs, drinking water supply services, cellphone counters, workshops, printing houses, internet cafes, house rentals/rents, vehicle rentals, vehicle care services, midwives, and furniture. Although some business actors have used information technology tools to support their business, their use is limited to Facebook, Twitter, Instagram, and WhatsApp. Residents do not understand how to sell and market products using information technology tools. E-Commerce technology is a technology used to conduct business transactions that occur on electronic networks. E-Commerce technology can help market products, especially when implementing large-scale social restrictions (PSBB). Based on the above conditions, we conducted training to build a business using Electronic Commerce (E-Commerce) technology for residents to foster an entrepreneurial spirit based on information technology. The methodology in this community service activity uses the Participatory Rural Appraisal (PRA) approach which consists of the identification of problems, planning activities, implementing activities, monitoring activities, and evaluating community service activities. The output of this community service activity is that the residents of Rukun Tetangga 03 Rukun Warga 02 Pondok Jati Jurangmangu Barat Pondok Aren gain knowledge and experience on how to use E-Commerce technology to support their business activities. For this community service activity to run optimally, it is necessary to provide assistance during the adaptation process of E-Commerce technology and conduct training on digital marketing in the future.

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INTRODUCTION

The rapid development of information technology in this era of globalization has a significant impact on various aspects of life, including trade, business, and organization. The development of information technology is triggered by the need for fast, precise, and up-to-date information (Setyaningsih, 2010). Information technology is a set of tools used to assist work and tasks related to information processing (Kadir, 2013). In the trade sector, for example, some companies switch to the digital economy by utilizing information technology (Setiawan, 2018). RT 03 RW 02 Pondok Jati is located in the Jurangmangu Barat sub-district, Pondok Aren, South Tangerang City with an area of approximately 200 m², 200 families (KK), and a population of about 300 people. Based on the results of interviews and surveys that we have conducted, we assess that the economic conditions in RT 03 are in the category of developing regions. RT 03 is surrounded by several industries/business businesses that have sprung up, such as printing, food stalls, internet cafes, cellphone counters, furniture, education, street vendors, drinking water supply services, house rental/contracts, vehicle storage services, health services, and car rental services. Most of the residents in RT 03 already have mobile phones to communicate. However, its use is limited to telephone calls, sending short messages via the WhatsApp application, or updating status via Facebook or Instagram. The utilization of information technology tools to support businesses/businesses is still very rare, even the delivery of information is still done by word of mouth or using social media to offer or promote the products/services being sold. Based on the above conditions, we intend to conduct counseling and training to foster an entrepreneurial spirit using information technology tools (technopreneurship) to improve the economy of residents in the RT 03 environment. Based on the results of interviews and observations conducted on May 15, 2020, at the residence of the Chairman of RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren, the facts about the current problems are as follows: a). Residents do not yet have knowledge and expertise in the use and utilization of information technology for business/business purposes, b). Residents have limited facilities and infrastructure to support business/business to promote the products/services offered. The above problems cause the use and utilization of information technology in the environment of RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren less than optimal. The head of RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren hopes that every citizen will be able to master information technology to support their daily routines and business activities. The formulation of the problem that must be solved in the neighborhood of RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren is as follows: a). What is the method of implementing training activities to foster an entrepreneurial spirit based on information technology (technopreneurship) in the residents of RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren? b). What are the learning methods that will be applied in training the use

of information technology tools to promote products/services owned by residents of RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren? The solutions offered by the implementing team for community service activities can be seen in table 1.

Table 1.
Correlation of Problems with the Solutions offered
[source: analysis results]

Problems	Solutions Offered
Residents do not yet have the knowledge and expertise in the use and utilization of information technology for business/business purposes.	Conduct training on the creation of an online store (E-Commerce) or account in the marketplace.
Residents have limited facilities and infrastructure to support business/business to promote the products/services offered.	Conduct training on the 4P marketing strategy, which consists of Product strategy, Price strategy, Promotion strategy, distribution / Place strategy (Sunyoto 2013).

The objectives to be achieved in this activity area). Provide knowledge and insight to residents of RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren regarding how to use information technology, especially to support business/business activities, b). Provide enlightenment to the residents of RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren about ways/strategies for marketing products/services using information technology tools.

The direct benefits obtained from this community service activity are as follows: a). For implementing activities: Can introduce programs and activities carried out by Budi Luhur University, as well as about the existence of this institution. b). For residents of RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren: Sharing useful knowledge, especially in the field of information technology and providing solutions to problems to residents in RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren in information technology.

LITERATURE REVIEW

The efforts made to build and develop an information technology-based business are known as Technopreneurship (Soegoto, 2010). E-Commerce is one of the information technologies used to help sell products or services that are done electronically or using the internet (Wardhana, 2016). In general, the processes that occur in the e-commerce system are as follows: 1. Show, the seller shows his products and services on the website. 2. Order, the buyer orders an existing product. 3. Verify, Verify buyer data, along with account or credit card numbers. 4. Payment, payments made online following the handling of transactions. 5. Deliver, delivery of products or services that have been ordered. CMS (Content Management System) is a software or system that manages the content on dynamic websites without prior technical knowledge (Sulistiyono, 2013). The dynamic website can be in the form of the company profile, e-commerce, blog, forum, and others. Some of the most widely used CMS for creating online stores (e-commerce), include WordPress, Joomla, Drupal, Pestashop, Openchart, etc. With this CMS, every company can build an online store easily and can be customized independently. Several literature studies related to community service activities related to the use of information technology using E-commerce, including the first community service activity carried out at UKM Kelom Geulis Tamansari Tasikmalaya which discussed the use of E-Commerce as a global product marketing medium for products. -Kelom Geulis products, the result of these activities is that the training participants can organize consumer orders and can display the status of each order in online transactions (Rachman, 2016). the second community service activity was carried out at the Mama Art Deco trading business which is engaged in selling Handycraft products, the result of this activity is that the training participants can understand and understand marketing strategies through e-commerce applications, and participants can create online stores and promotions in the media (Utami, Sulisty Seti and Aini, 2019). The third community service activity is in the form of e-commerce training for Sambal SMEs in East Java. The result of this activity is that the training participants are equipped with knowledge about strategies to increase sales of SMEs products, especially outside the city of Surabaya using e-commerce applications (Sugiarti, Yeni., 2020).

MATERIAL AND METHOD

The implementation method to solve problems that occur in RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren uses a Participatory Rural Appraisal (PRA) approach. Participatory Rapid Appraisal (PRA) is an approach to formulating plans and policies in rural areas by involving the community as effectively as possible (Supriatna, 2014). This method consists of the identification of partner problems, approaches to answer partner problems, problem solutions, setting activity target measurements, and evaluation of output targets community service activities. The service team describes the implementation method using a Flowchart as shown in Figure 1.

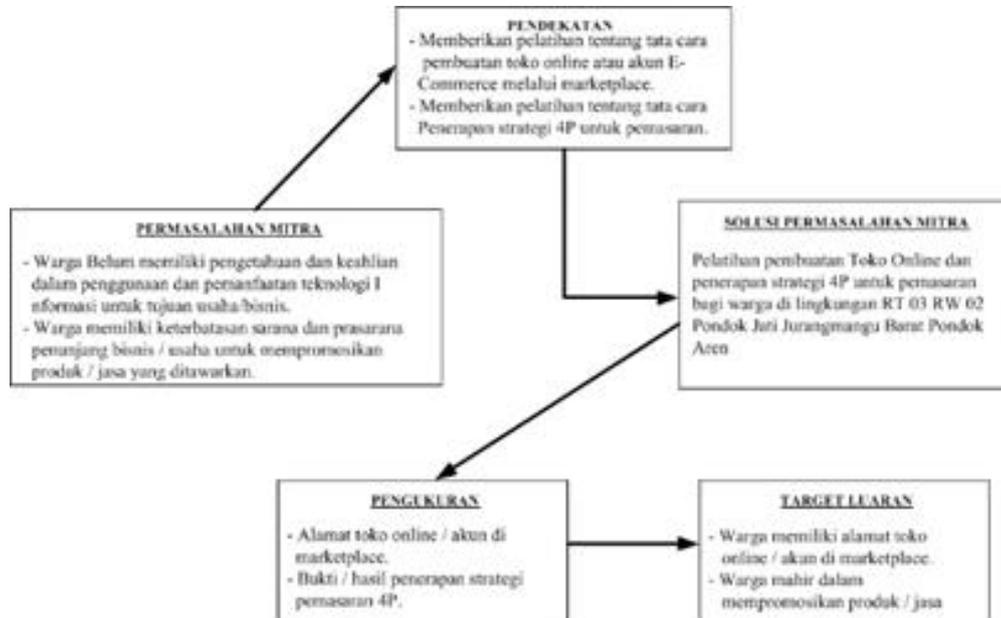


Figure 1. Methods and stages of implementation to complete the problems [source: analysis results]

The following is a brief explanation of the methods and stages of implementation to solve the problems that exist in RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren:

a. Partner problem stage

At this stage, the service team analyzed the problems that occurred in the RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren environment, then formulated the problem.

b. Problem-solving method stage

At this stage, the service team conducted a literature study both from books and from journals/proceedings that had the same problem. In addition, the authors identify methods that can be used to solve the problem.

c. Partner problem solution stage

At this stage, the service team identifies alternative solutions to solve problems and determines the work program to be implemented.

d. The stage of setting the output target of community service activities.

At this stage, the service team determines the output targets that will result from this community service activity.

RESULT AND DISCUSSION

Community service activities with the theme of community empowerment through an information technology-based entrepreneurship program (Technopreneurship) were held on Saturday, August 15, 2020, starting at 12.30 to 15.00 WIB using the Google Meet application with the link address: <http://s.id/training-e-commerce> and was attended by 15 (fifteen) teenagers in the neighborhood of RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren.

Figure 2 is documentation of when Mr. Dr. Indra, S.Kom, M.T.I. gave the opening remarks for community service activities. In his speech, Mr. Dr. Indra, S.Kom, M.T.I hopes that the information technology-based entrepreneurship training is expected to encourage business interest and new information technology-based innovations, especially for residents in RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren. He added that this community service activity is one of the manifestations of the Tridharma of higher education that must be carried out by every lecturer. Tridharma of higher education includes teaching, research, and community service. At the end of his remarks, Mr. Dr. Indra, S. Kom. M.T.I expressed hope that the training carried out by the Community Service team of Budi Luhur University could be continued in the future.

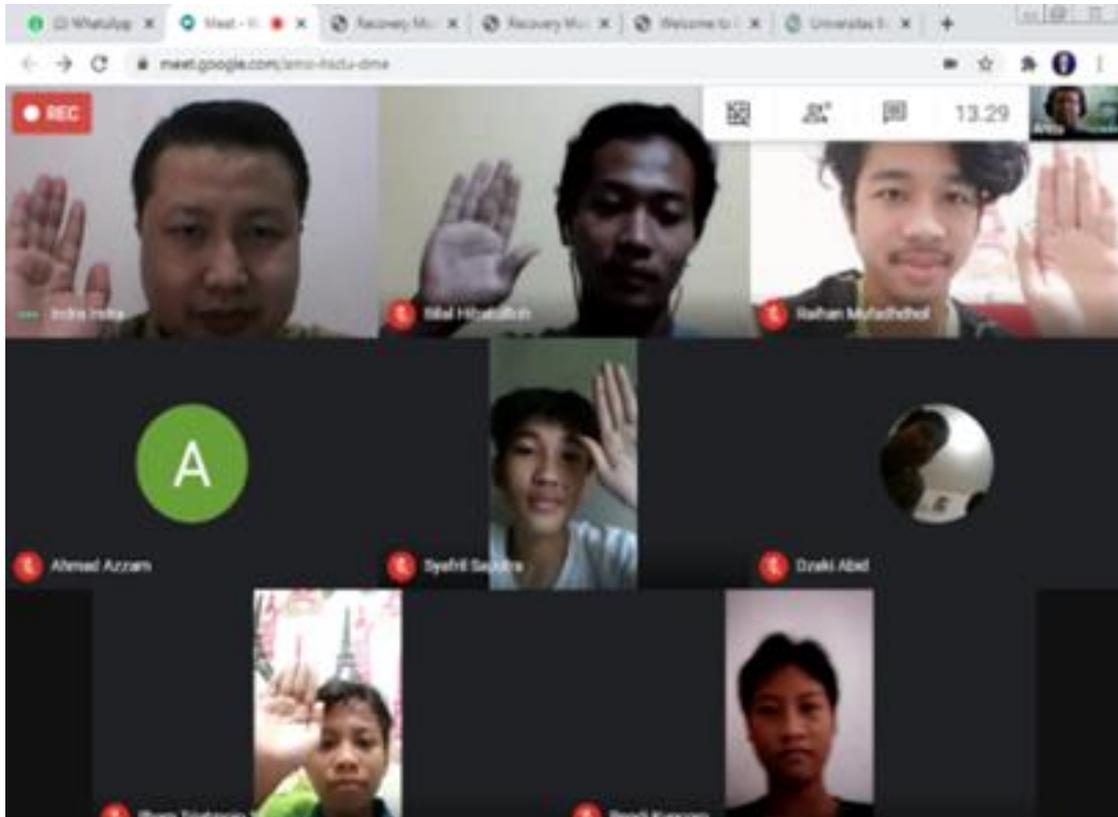


Figure 2.
Message from the Chief Executive of Community Service Activities
[source: personal documentation]

Figure 3 is the presentation of information technology-based entrepreneurship introduction material using the Content Management System application to sell commercial products electronically which was delivered by Mr. Agus Umar Hamdani, M.Kom. In the online meeting, they discussed the procedures for ordering products until sending products to customers.

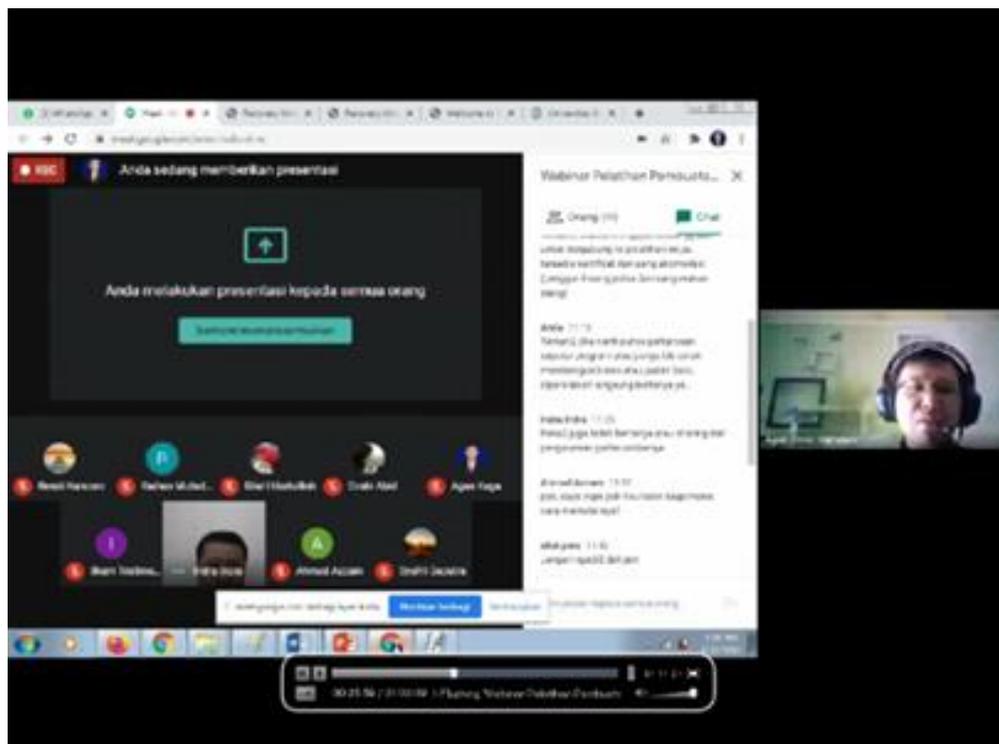


Figure 3.
Presentation of Technopreneurship Introductory Materials
[source: personal documentation]

Figure 4 is an explanation of the product ordering process through the E-Commerce application. It was explained that the E-Commerce application provides features for placing orders electronically, namely the cart and checkout features.

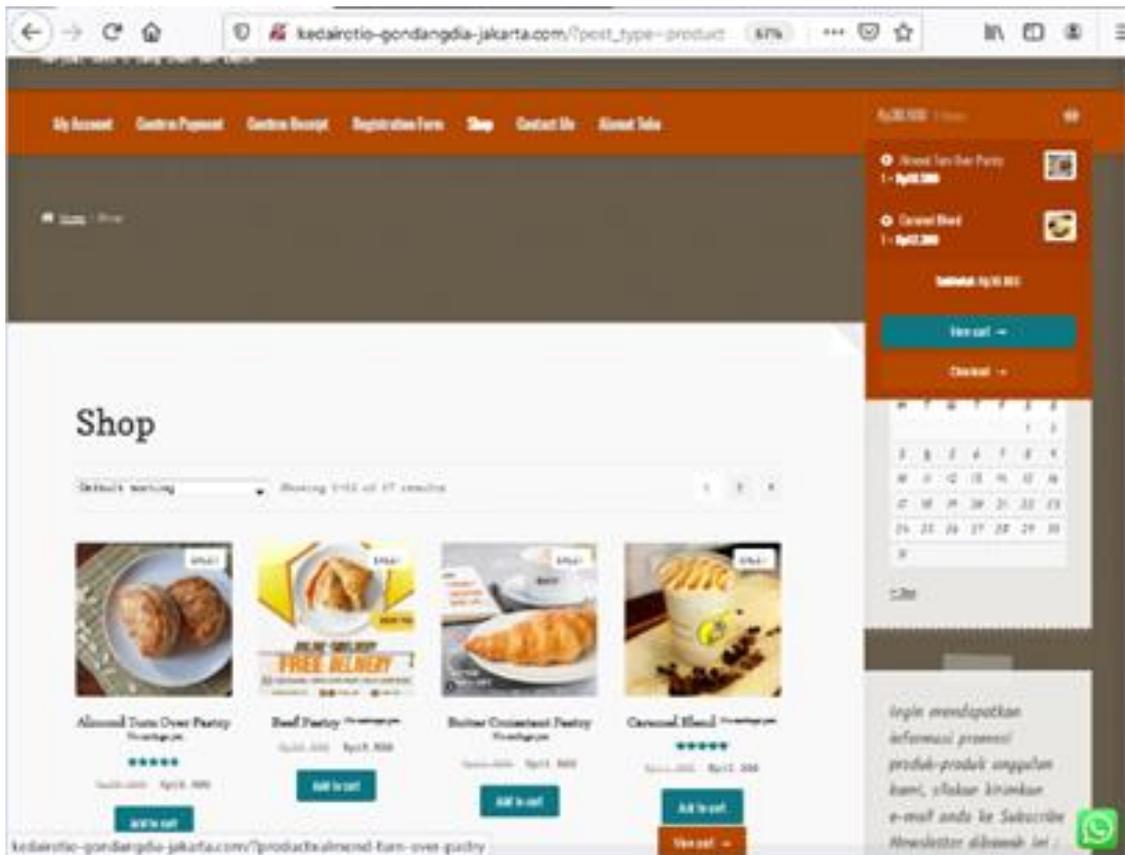


Figure 4.
Explanation of the product ordering process
[source: personal documentation]

Figure 5 is an explanation of the process of viewing product order information through the E-Commerce application. The system admin can check and approve orders sent by customers.

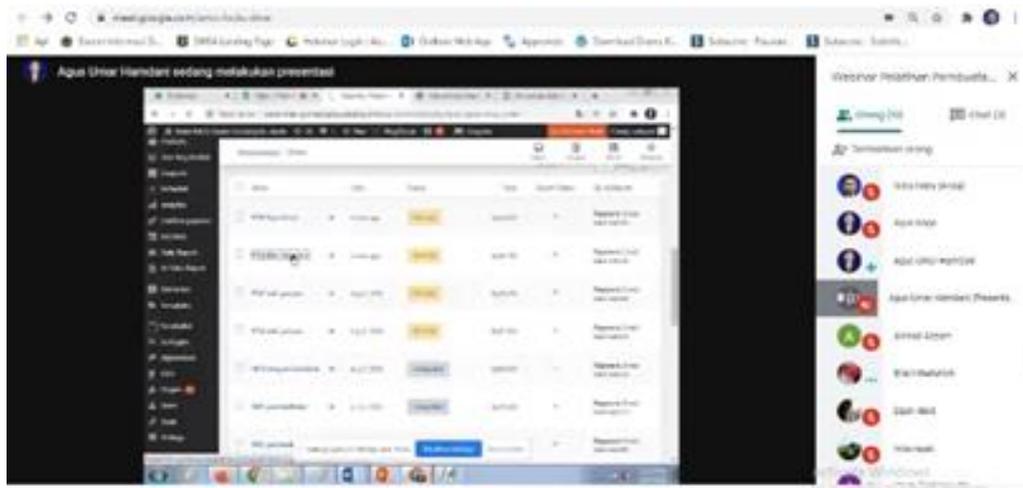


Figure 5.

Explanation of the process of viewing order information
[source: personal documentation]

Figure 6 is an explanation of the process of viewing payment information made by customers through the E-Commerce application. The system admin can check and approve payments made by customers.

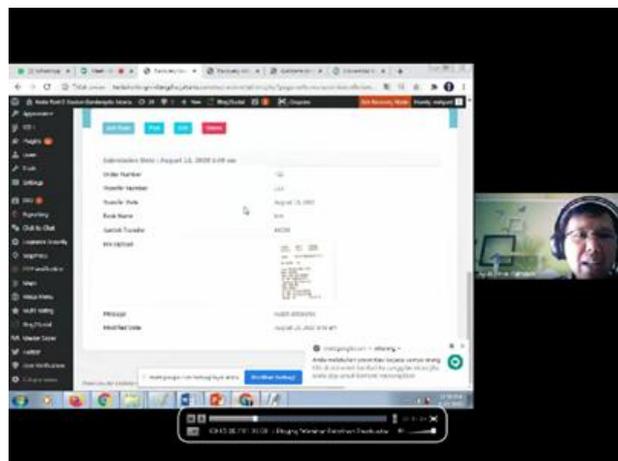


Figure 6.

Explanation of the process of viewing payment information
[source: personal documentation]

Figure 7 is an explanation of the results of the analysis of web browsing performance to the online shop URL address <http://xxx-gondangdia-jakarta.com/> made during June to August 2020 which obtained 19 web searches, 151 total impressions, an average CTR of 12.6%, and the average position of 9.8.

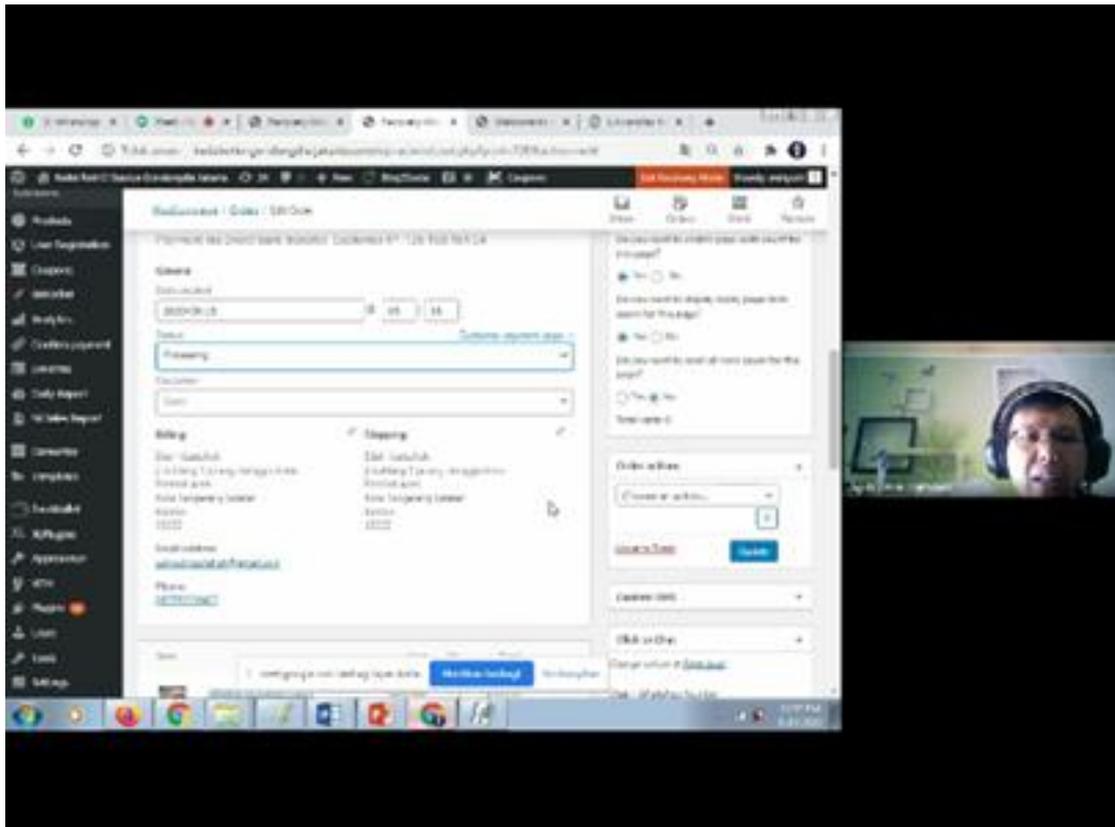


Figure 7.

Active URL Performance Analysis Results

[source: personal documentation]

Figure 8 is an explanation of the results of implementing product promotion strategies through online brochures sent to customer emails. With the online brochure, customers can receive the latest news about the products in XYZ bakery.

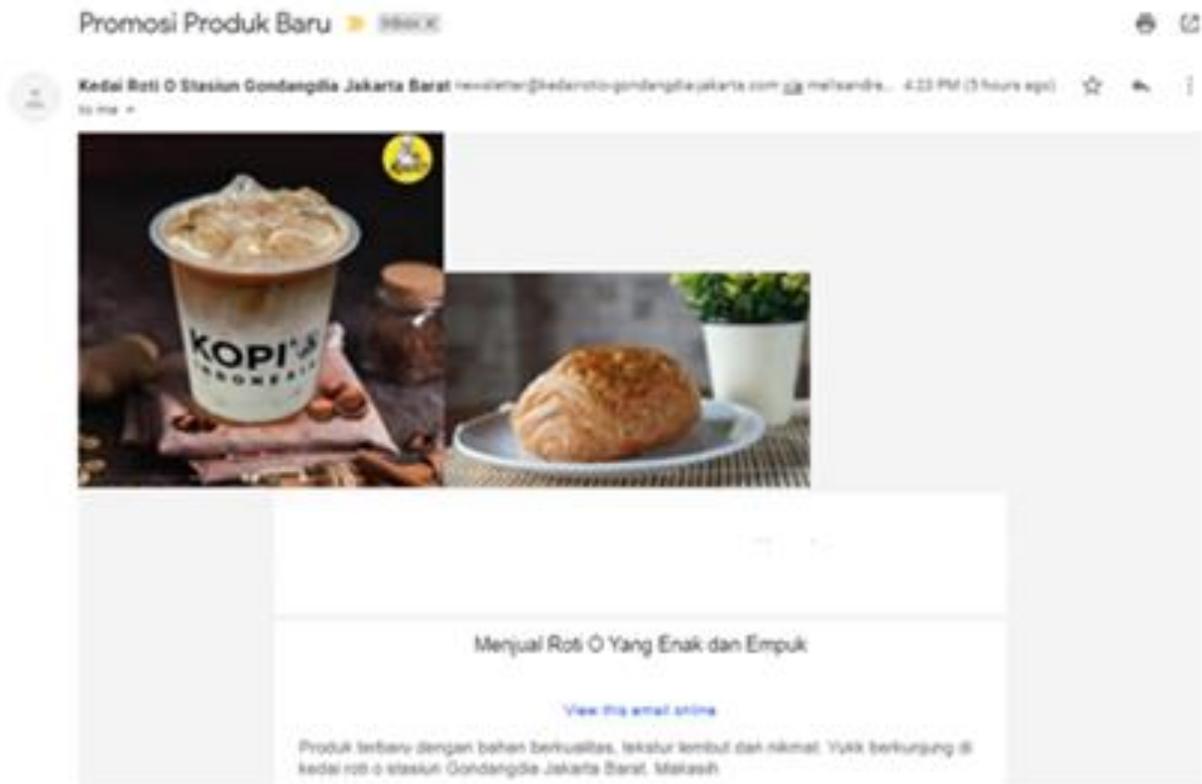


Figure 8.
Product Promotion via Email
[Source: personal documentation]

The outcomes achieved from community service activities in RT 02 RW 03 Pondok Jati Jurangmangu Pondok Aren can be seen in table 2.

Table 2.
Activity Targets and Achieved Outcomes
[source: analysis results]

No	Materials	Activities	External Target	Achieved Outcomes
1.	Making an online store using the WordPress Content Management System.	Assistance in creating an online store using the WordPress Content Management System.	Each participant has an E-Commerce website URL.	80% of the training participants can load an E-Commerce website.
2.	Evaluation	Question and answer	Participants can ask questions through the question and answer forum.	25% of the total training participants attended the question and answer session.

In table 1, it is explained that 80% of the trainees do practicum on making online stores through gadgets or smartphones, and can create online stores independently, while the rest still have not mastered the use of gadgets or smartphones properly. Because most of the training participants are beginners in the business world, only 35% of the training participants can promote products using digital marketing methods through Tokopedia. With a percentage of 25% who conducted questions and answers, it can be concluded that the training participants can follow and understand the material presented in this community service activity.

CONCLUSION AND RECOMMENDATION

The conclusions that can be drawn from Community Service activities for residents in the neighborhood of RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren include: training participants are very enthusiastic and enthusiastic about participating in online store management training as a medium to build a business using information technology (Technopreneurship) This can be seen by the seriousness of the participants in participating in and conducting online practicums at home, the training has gone well as expected to increase the knowledge and competence of participants to develop business electronically (online), based on the evaluation results. Regarding the participants' activities during the training, it was found that 80% of the participants were able to take part in the online store management practicum well and were interested in trying the online business, this means that most of the participants were able to accept and understand the material. well conveyed. In addition, training participants are also assisted in building E-Commerce websites to support their business activities. The suggestion for the next community service is that it is necessary to provide guidance and learning regarding the creation and management of an online store for every citizen in RT 03 RW 02 Pondok Jati Jurangmangu Pondok Aren, and it is necessary to provide a briefing on marketing strategy procedures by utilizing digital technology (digital marketing).

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