

# Digital Entrepreneurship Competency Training for Students of SMA Negeri 2 Binjai

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## **Abstract.**

*High school students as the nation's future young generation, there needs to be an increase in competence towards the development of digital technology today. Digital technology has become their consumption and can be used to earn a living. However, its use has not been maximized so that it can be used to overcome the nation's current problems, namely the large number of unemployed and the difficulty of getting a job. Digital entrepreneurship training seeks to create a creative and active mental attitude and spirit to try to increase income in every business activity. This community service activity will use the classroom action research method. In this method, students of SMA Negeri 2 Binjai as training participants and UNPAB lecturers will act as speakers and assessors. The method used is the Progressive Differentiation and Integrative Reconciliation Method, which is a method to improve students' understanding as seen from the increase in learning outcomes scores. Also, as a Classroom Action Research Method that will show the results of students' understanding of the use of digital social media as a suggestion to develop and arouse students' entrepreneurial spirit, it is hoped that there will be quality learning that can be applied when working in the business and industrial world. The results of activities in the community at SMA 2 Binjai can be seen from the results of the principle of Progressive Differentiation and Integrative Reconciliation, there is an increase in the score for understanding the use of digital entrepreneurship on Facebook, Instagram and Twitter from an average pre-test score of 48.33% to a post-test result of 92.71 % which is obtained.*

**Keywords:** Digital Entrepreneurship, Social Media, High School, Work Shop, Training

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## **I. INTRODUCTION**

Based on the We Are Social report, in Indonesia the number of social media users continues to increase every year. Reached 170 million accounts in January 2021. This number increased by 6.25% compared to the previous year. Until last year, 53.73% of Indonesia's population had access to the internet. The increase in the number of active users of social media in Indonesia is in line with the higher internet penetration [1]. The Internet will meet the aspects of people's needs in information, communication, business, entertainment, education and others. with the number of applications and features provided by internet users will continue to grow [2]. According to the survey, 75.50% of internet service users in Indonesia are aged 13 to 18 years. Meanwhile, if classified from the level of education, internet users in

Indonesia with an education level, SMA or MA are 70.54% [3]. This shows potential opportunities that can be done in utilizing the use of social media as a tool to develop entrepreneurial creativity in adolescents and not only as consumers of internet service users.

Learning from success stories from Google, Alibaba, Amazon and others has motivated and inspired young people in the world to become successful as young startups that appear every year in the world. High school students are very familiar with the internet and gadgets, especially during the COVID-19 pandemic which has forced the world of education to do online learning. However, many high school students have not been able to use the tool the technology for positive things, especially businesses or businesses that make money. The digital entrepreneurship phenomenon has wide opportunities in the future and it must be a concern for all of us [4]. Some companies are successful thanks to the use of information technology such as Grab, Gojek, Bukalapak, Tokopedia, OLX, and others. Many high school students have not taken advantage of these facilities or they may not know how to use them to generate income. So, the interest to succeed in entrepreneurship must have certain skills to encourage business success [5].




Today's potential is easier to sell than in the past because information technology is very wide open. You don't need to have a large area of land and shops; you only need to market your goods on market places or social media. Activities to promote goods or services are no longer difficult and can be reached by everyone to foreign countries. Therefore, the marketing environment by utilizing social media is to create creative and interesting content, these contents will encourage user interaction and participation so that when browsing the website, users will be influenced by website multimedia, content interaction, and content information [6]. Digital Entrepreneurship can be encouraged by education and training, especially for high school students. With digital entrepreneurship, it is hoped that it can reduce problems government about unemployment and the problem of poverty today.

### **Media Social**

Social media as a technology for sharing content that allows users to create, share, receive and store that content. Social media is a media platform that focuses on the existence of users which facilitates them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond [7]. The characteristics of social media are networks, information, archives, interactions, social simulations, and content by users [8]. The form of content on social media can be in the form of blogs, video blogs (vlogs), video sharing, online reviews as a form of self-actualization, both individually and in groups.

Some personal data that is often input by users to social media is as shown in table 1 below:

**Table 1.** User Data by Type of Social Media

Platform Media Sosial		Data Pengguna
Facebook		FacebookID, nama, link profil, alamat, deskripsi, pekerjaan, tempat dan detil pendidikan (masuk, lulus, jurusan dan lain-lain), jenis kelamin, zona waktu, bahasa, daftar pertemanan, timeline, gambar, video, notes, dan events
Instagram		UserID, data pengguna, konten (feed, story, reels), jumlah likes, jumlah komentar, relasi (jumlah follower dan following), data mengenai konten (lokasi, hashtag, komentar, jumlah viewer)
Twitter		UserID, konten (tweets, timeline, hashtag, pesan pribadi), jumlah tweet/retweet, hubungan antar pengguna (follower, following, blocked, ignored), tren terbaru (berdasarkan lokasi, negara, jarak)

As in the example in table 1, this data is presented to all students of SMA Negeri 2 Binjai to be used as a decision-making tool for them as prospective entrepreneurs in determining their target and target market when deciding to choose and use one of the platforms above as an online marketing channel. The implementation of this training also has the aim of providing knowledge and insight to students regarding the positive and negative impacts of data transparency, so it is necessary to select whether or not to share data and information on social media.

### **Digital Entrepreneurship**

Digital entrepreneurship or more popularly called digital entrepreneurship is defined as an entrepreneurship that moves physically through digitalization, resulting in a change in traditional entrepreneurship into new forms of business in the digital era [9][10], both in terms of distributed products and without a business location [11]. Digital entrepreneurship is also an effort to achieve new business opportunities through new media and internet technology [12]. More specifically, it is said that digital entrepreneurship is an effort to gain market share, business opportunities that make money and strive to be innovative, radical and risk takers [13]. Digital entrepreneurs are also defined as agents who carry out commercial or social activities, both government and industry, using digital technology [14].

Digital entrepreneurship training for high school students will encourage people to open businesses by utilizing information technology. The form of business

can also vary, it can be in the form of goods or services. If you don't have a product or service, high school students can be encouraged to come up with creative ideas so that they have the confidence to step up to become entrepreneurs.

The opportunity is big enough for the Indonesian people to develop the economy considering that generation z and millennials have the potential to be able to adapt quickly to technological changes and have the potential to become reliable creators of creative content. Seeing this opportunity, Universitas Pembangunan Panca Budi (UNPAB) wants to provide workshops and training for students of SMA Negeri 2 Binjai to be able to become strong individuals and have creative power in accordance with the institution's vision and mission in creating personal technopreneurs and ready to compete in the industry and global market. Based on the description above, so that the author and the team agreed to hold community service with the title " Digital Entrepreneurship Competency Training for Students of SMA Negeri 2 Binjai ".

## II. METHODS

This community service activity will use the Classroom Action Research method [15] and the Progressive Differentiation and Integrative Reconciliation Method [16]. This method will provide action to the subject being studied and see changes in increasing understanding about before the implementation of the activity and after it to the participants, namely SMA 2 Binjai students and lecturers acting as observers. The method of implementing this community service is assistance with lecture techniques, discussions and directly bringing together universities, schools and students in class.

The activity was carried out for a day with each speaker presenting his program in front of high school students by following the applicable health protocols by using masks and hand sanitizers and checking body temperature before carrying out activities in the seminar room. According to the agreement between the community service implementation team and SMA Negeri 2 Binjai, the activity was carried out in a school classroom, Jalan Padang No. 8, Rambung Dalam, South Binjai, on Tuesday, February 15, 2022, from 08.00 to 16.00. The implementation of this activity includes the activities described as follows:

### **Preparation phase**

The preparation stage is carried out by UNPAB lecturers in coordination with the principal of SMA Negeri 2 Binjai regarding the community service program that will be implemented. Lecturers prepare presentation materials for the program activities offered that will support the introduction of digital entrepreneurship, and provide an Attendance List and Pre-Test and Post-Test Forms to determine participants' understanding before and after the activity. The school then prepares a schedule of activities. The presentation of the material will be held in class XII SMA Negeri 2 Binjai.

### **Training Implementation Stage**

The implementation of this community service is carried out a day starting at 08.00 to 16.00 according to schedule starting with the opening by the principal then introduction to the campus world by the head of the UNPAB computer system study program and presentation of material about digital entrepreneurship by lecturers and direct discussions and practice with high school students, then distributing pre-test forms to be filled out by students to determine participants' understanding of digital entrepreneurship and social media before participating in activities. Furthermore, the lecturer provided an explanation and practice of using social media for digital entrepreneurship to high school students using modules that had been prepared and distributed to each student as well as guidance during the material presentation process.

### **Evaluation Stage**

Evaluation activities are carried out from the exposure given by the lecturer after participating in the training activities. By looking at the participant's response by giving pre-test and post-test forms to students to find out the understanding, willingness and creation of social media that supports digital entrepreneurship needed for marketing products that are planned to be sold as a way to increase income and help parents' finances.

## **III. RESULT AND DISCUSSION**

This community service is also an application to the industrial world for the implementation of independent learning for high school students which is carried out for one day on Tuesday, February 15, 2022, from 08.00 WIB to 16.00 WIB. The seminar participants amounted to 35 people consisting of students from SMA Negeri 2 Binjai and UNPAB lecturers.

The service implementation team consists of 2 lecturers and 2 UNPAB students who are tasked with organizing and assisting digital entrepreneurship training seminars. The activity began with an opening by the principal, then the team distributed pre-test questions about digital understanding of entrepreneurship. After the training seminar, it was followed by a post-test on understanding the material presented. The training also presented programs from the benefits of training for students in the future.

The implementation of Community Service activities that have been carried out are summarized in the material pictures presented at the training seminar as follows.





**Fig 1.** Documentation of the Implementation of Community Service Training

The training program not only provides benefits for high school students, but also for lecturers who present material to students. In addition, the concept of independent learning directs students to be more ready to work, collaborate, be creative and be able to benefit themselves and society.

Summary of the material presented at the seminar this includes:

1. Social media concepts and definitions
2. Differences in Social Media, Social Commerce and E-Commerce
3. Advantages and disadvantages of using social media
4. Methods and differences of each media application social

5. Concepts of digital consumer behavior and trends social media users
6. Develop monetization features on social media applications
7. The process of promotion and product development creative and innovative by utilizing media social.
8. The concept of community sharing and the impact of implementation of E-WOM variables on content that shared on social media.

To measure the success of the seminar presentation, a thorough evaluation was carried out, before starting the material was distributed pre-test and after the exercise was distributed post-test questions. The results of the Pre-Test and Post-Test evaluations are presented in table 1 as follows:

**Table 2.** Participants' Pre and Post Test Results

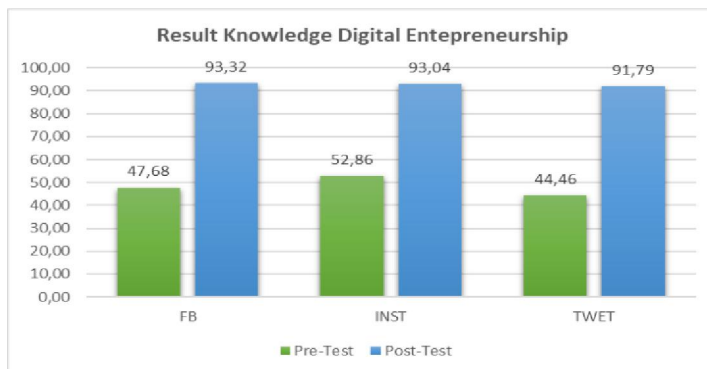
No	Name	Test Value Digital Entrepreneurs Skill					
		FB 1	FB 2	INST 1	INST 2	TWET 1	TWE T 2
1	Septiyola Damanik	45	98	60	95	45	85
2	Lira N. Eliza	50	95	55	95	50	95
3	M. Rio Setiawan	55	90	50	95	45	85
4	C. T. L. Laoli	45	95	50	95	50	95
5	Trecy	45	90	50	90	40	90
6	Aldo Y. Manullang	50	95	55	95	40	90
7	Nasteti D. Rianti	60	90	60	95	40	95
8	Muhammad AlFarid	65	90	55	95	35	90
9	Sarah M. Siregar	45	95	65	95	40	95
10	Hafiz Akbar	40	90	55	90	40	90
11	Keyla Putri	50	95	60	95	40	95
12	Trivera Hanna	45	95	50	90	40	95
13	Rachel Sihombing	50	95	45	90	45	90
14	M. Fahrozi	45	95	50	95	45	95
15	Joy D. Purba	45	90	50	95	50	95
16	Naurani Pangabean	55	95	55	90	45	90
17	Krista Putri Sitorus	40	95	40	90	45	90
18	M. R. Rilanda	40	95	55	95	50	95
19	Putra Fanita Lubis	40	90	40	95	45	90
20	M. Fikri Pramana	45	95	60	90	45	90
21	Daniel Sanggaon	55	95	55	95	45	95
22	Fikri Azmi Nasution	45	95	50	95	50	90
23	Keiza Hasibuan	55	95	55	90	55	95
24	Maria Vania Silalahi	45	90	45	90	50	90

25	Renia Atikah	40	95	60	95	50	95
26	Shaendra Amara	45	90	55	90	45	90
27	Sahlan Talira Dira	50	95	45	90	35	90
28	Bebby Aulia	45	90	55	95	40	90
<b>Total</b>		<b>1335</b>	<b>2613</b>	<b>1480</b>	<b>2605</b>	<b>1245</b>	<b>2570</b>
<b>Average</b>		<b>47.68</b>	<b>93.32</b>	<b>52.86</b>	<b>93.04</b>	<b>44.46</b>	<b>91.79</b>

From the data in table 2 above, it can be seen that in the pre-test at the beginning of the training the average score for high school students' understanding of Digital Entrepreneurs on social media: Face Book (FB) is 47.68% and Instagram (INST) is 52.86%. and for TWET is 44.46%. After the seminar and training activities with direct guidance, it was seen that there was a change in the knowledge of the seminar participants. This is evidenced by the Post-Test results with a FB score of 93.32%, INST of 93.04% and TWET of 91.79%.

**Table 3.** Average Test Results of Seminar

Test	FB	INST	TWET	Average Value
<b>Pre-Test</b>	47.68	52.86	44.46	48,33
<b>Post -Test</b>	93.32	93.04	91.79	92,71



**Fig 2.** Graph Of the Results of The Average Pre-Test and Post-Test

From the data presented in Table 3 the results of the participants' average scores, it can be seen that there was a significant difference for the average pretest of 48.33% and the result of the final test (Post-Test) of 92.71%. The graphics related to the results of the initial and final tests of the trainees for each Training Material, can be seen in Figure 2. From Figure 2 it can be seen very clearly that there was a difference between before the participants were trained and after the participants were trained.



#### IV. CONCLUSION

Based on the data that has been obtained, it is proven that the application of the principles of Progressive Differentiation and Integrative Reconciliation has increased students' understanding as seen from the increase in learning outcomes scores. It can be seen from the average pre-test score of 48.33% and post-test of 92.71% obtained by SMA 2 Binjai students, there is an increase in understanding about digital entrepreneurship by using social media to increase income. Through this community service activity, it is shown that entrepreneurship lessons and computer systems have been carried out and have been synchronized using the education curriculum in high school. The theory and practical activities as well as simple computer system skill exercises can be carried out by high school students so as to improve their abilities. So, this will be effective if basic computer system trainings that support entrepreneurship activities continue to be carried out to help find and build job opportunities as a livelihood in life after school.

#### V. ACKNOWLEDGMENTS

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