

# Training To Build Creativity And Entrepreneurial Innovation For Students Smk Swasta Buddhist Manjusri Pematangsiantar

Marto Silalahi<sup>\*</sup>, Julyantri<sup>2</sup>, Musa F Silaen<sup>3</sup>, Novita Butarbutar<sup>4</sup>, Elly Susanti<sup>5</sup>

<sup>1,2,3, 4, 5</sup> Sekolah Tinggi Ilmu Ekonomi Sultan Agung, Pematangsiantar, Indonesia  
North Sumatra, 21118, Indonesia.

<sup>\*</sup> Corresponding author:

Email: [susantielly82@gmail.com](mailto:susantielly82@gmail.com)

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## **Abstract.**

*The purpose of this training activity is so that young people, especially students of SMK Swasta Buddhist Manjusri Pematangsiantar have the spirit and mental readiness in entrepreneurship, dare to think creatively and innovate and become job creators in the ministry. The method of activity carried out with a lecture model by providing an understanding of the understanding and principles of creativity, creative processes and techniques, basic concepts of innovation and innovative thinking, creativity and innovation in entrepreneurship, Head of The Secretary of SMK Swasta Buddhist Manjusri Pematangsiantar is very appreciative of the training, because with the presence of academics in providing training, the understanding of entrepreneurial concepts that will be a reference and foundation in the self-development and creativity of students.*

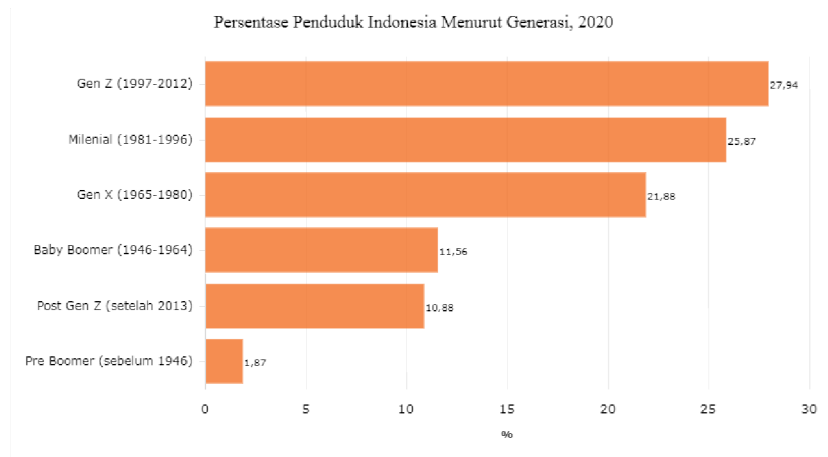
**Keywords:** *Entrepreneurship, Creativity, Innovation.*

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## **I. INTRODUCTION**

As reported in various media that the number of unemployed in Indonesia continues to increase every year. The high number of labor force, often not offset by the availability of employment, will certainly be a concern for job seekers. The Covid-19 pandemic contributed to an increase in the number of increased unemployment. From the latest data from the Central Statistics Agency (BPS), in August 2021 the number of unemployed in Indonesia was 9.10 million people. Some are due to the increasing number of the labor force faced with a lack of jobs, job cuts, various policies related to the implementation of restrictions on community activities (PPKM) in a number of regions [1]. Such conditions inevitably cause some people to think of other ways to survive amid the uncertainty of this pandemic. Departing in these conditions, various resources and efforts are carried out such as doing small business in the home industry, as well as other creative industries.

Even the government, together with the Ministry of Cooperatives and Small and Medium Enterprises (KemenkopUKM) and the Ministry of Finance, is trying to strengthen support for SMEs through the National Economic Recovery (PEN) program and other policy programs aimed at alleviating the impact of the pandemic on business actors. This of course is also expected to have an impact on the absorption of labor. In addition, looking from different glasses, we can also observe that, most of the workforce is millennials who like practicality, fast and cheap to do things. The implementation of this training and activities as one of the efforts to build a spirit of creativity and innovation in entrepreneurship, especially for young people (millennials). It was noted that capital market transactions experienced growth of around 73% where the majority of transactions were controlled by millennials and generation Z (contribution reached 81%). Where the highest growth occurs in the age range of 18 - 25 years [2]. This is because the business market today is dominated and supported by the use of internet technology, thus providing a wider marketing reach. Based on data from the statistics center that the millennial market in Indonesia itself is more than 50 percent of the total population of Indonesia [3].



Source: [3]

**Fig 1.** Percentage of Indonesian Population by Generation

## II. METHODS

The changing economic landscape that occurs in the digital era also gives its own picture in entrepreneurship. The flexibility of information provides opportunities and challenges in running a business in the digital era. The ease, speed and openness of access really make it easier for businesses from micro to macro to reach their markets. Only by utilizing smartphone technology, then the business is in the grip. However, we can also witness the great competition and the challenges brought are also not small. Surviving in a competitive business, business actors (entrepreneurs) need to be creative and innovative. Looking at this phenomenon, the Sekolah Tinggi Ilmu Ekonomi Sultan Agung College together with SMK Swasta Buddhist Manjusri Pematangsiantar conducted Training on Building Creativity and Entrepreneurial Innovation for Students SMK Swasta Buddhist Manjusri Pematangsiantar in building the spirit of entrepreneurship. This training is expected to create entrepreneurial spirit and readiness for students, especially when they complete their education and be able to reduce the number of job seekers.

This Training activity was carried out on February 16, 2022, starting at 16.00 – 18.00 Wib. Because it is still in the condition of the covid-19 pandemic and to prevent the spread of covid-19, this activity is carried out virtually through Zoom. This activity was carried out by students of The SMK Swasta Buddhist Manjusri accompanied by the Principal and the Teachers. This training activity is expected to not only provide knowledge but also motivation for students, especially related to the development of creativity and entrepreneurial innovation. The material presented consists of

1. Understanding and Principles of Creativity, which is to provide an understanding of the concept of creativity and invite creative thinking.
2. Creative Processes and Techniques, provide steps in developing creative thinking and readiness to overcome creativity barriers.
3. The Basic Concept of Innovation and Innovative Thinking, aims to act innovatively as an execution of the creativity that arises in a person.
4. Creativity and Innovation in Entrepreneurship, aims to explain the fundamental reasons for the importance of creative thinking and acting Innovatively in business and knowing how to think innovatively.

## III. RESULT AND DISCUSSION

### RESULT

To be able to start a business, then someone first starts by finding an idea, then develops and realizes it in real action. Debriefing and knowledge of each stage in can foster creativity and innovation. Therefore, the following is conveyed the concept of creative and innovative thinking [4], [5] among others :

1. Creativity in everyday life is often called the ability out of the box, which is a unique, unusual, original attitude, which can bring precise and useful results.

2. The process of creativity starts from having a desire based on the existing situation to find something different, find / look for something new in overcoming the problem by thinking, then from the results of the thinking it needs to be done a trial, the results of the trial are then refined again, then the results of creativity are realized and multiply the results of the creativity.
3. Innovation is a person's effort by utilizing thoughts, imagination skills, various stimulants, and individuals who surround him, in producing new products, both for himself and his environment.
4. Creativity and innovation are two different things, but innovation is born because of creativity.

In addition to understanding the concepts of creativity and innovation, a business actor can also understand about how the processes and stages in thinking creatively and innovatively. The process can be started from the preparation, investigation, transformation, hatching, lighting, testing and implementation stages [6]. Clearly we also know some characteristics of someone who has creative and innovative thinking power known as The Basic of Creative Thinking, namely:

1. Think differently, Positioning differently from others
2. The innovation theory. Produce something new and spectacular
3. Think more detail. More detail in thinking about something than usual.
4. Have a perfect result. Try to think that something cannot be surpassed by others and it can be achieved perfectly
5. Be Positive: there is always a way out in every difficulty.
6. Inspiration, Seeing tantangan as an opportunity. When difficulties occur, that inspiration comes.
7. Knowledge only 1%, imagination 99%: Imagination brings up ideas. The high mindset of imagination is owned by most inventors of inventors in this world. One of them is Einstein. A strong imagination is also owned by the inventor of this one world. Einstein said that imagination is more important than knowledge. Knowledge is limited.



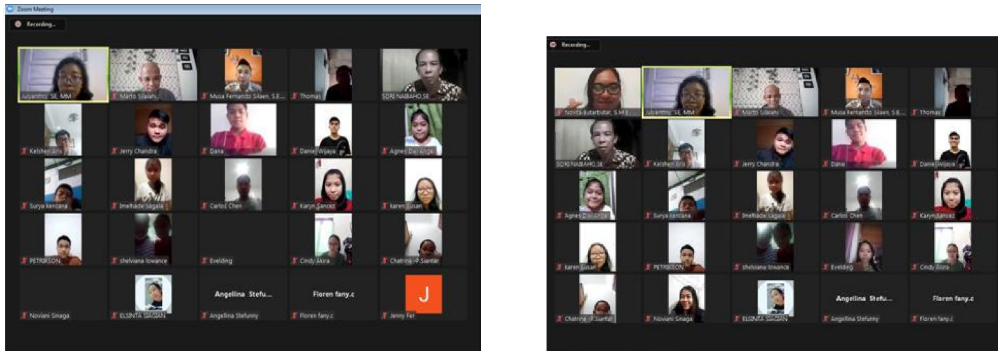
Source: Personal documentation (2022)

**Fig 2.** Training Materials to Build Creativity And Entrepreneurial Innovation

## DISCUSSION

Throughout the observations during the implementation of the activities carried out on February 16, 2022, participants' enthusiasm was seen, where participants paid attention to every explanation and understood how creativity and innovation were able to become entrepreneurial driving motors. In addition, there is also a response from participants about how to overcome business actors who tend to imitate the type of business, because often when it goes viral then many similar businesses appear? The solution that can be

given under such conditions is to create a product with uniqueness that cannot be imitated by competitors, both in terms of quality, packaging, and even distribution. The next question concerns about finding an idea to start a business and how to make sure the idea is in demand? The team then responded by explaining that ideas can arise from many places and many things, can be from experience, hobbies, skills / education, family, friends, environment, technological developments, changes in market behavior, and many others [5]–[7].



Source: Personal documentation (2022)

**Fig 3.** Virtual Training Implementation

#### IV. CONCLUSION

The implementation of entrepreneurship training activities with the topic of building creativity and entrepreneurial innovation is very useful to foster the spirit of work for young people, especially students of SMK Buddhist Manjusri. Understanding the process of creativity begins, can be developed and become an innovation in improving the quality of oneself and the environment. In addition, these students have entrepreneurial knowledge and mental readiness to face various challenges and obstacles that can arise when entrepreneurship through the development of positive attitudes and habits of an entrepreneur. It is hoped that in the future they can become resilient and successful business actors.

#### V. ACKNOWLEDGMENTS

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