

THE ROLE OF TECHNOLOGY SYSTEM SUPPORT IN EQUIPPING STUDENTS TO BUILD ONLINE ENTREPRENEURSHIP STARTUPS

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Abstract

Indonesia has 3,800 universities at the provincial, district and city levels. This number represents a potential market for improving community welfare through empowering students, especially in the entrepreneurial sector. This shows that Indonesia consists of various islands which produce various commodities. The presence of technology has helped many sectors in building businesses and building work efficiency. Using technology can improve people's welfare and advance various types of sectors that are growing in people's lives. Including the presence of technology in improving and building entrepreneurial start-ups for students. The research entitled The Role of Technology System Support in Equipping Students to Build Online Entrepreneurship Startups is descriptive research with a qualitative approach. Primary data sources were obtained from informants who were directly involved in supporting students to be able to start online entrepreneurship, namely universities, government, entrepreneurs. Secondary data sources were obtained from various printed and electronic documents related to research objectives. The collected data is classified and collaborated with secondary data. Furthermore, from the data that has been processed and analyzed, a narrative will be provided according to the research objectives. The results of the research concluded that to be able to encourage students to be able to start online entrepreneurship, they need support from universities as parties that provide intense assistance to students, the government as the party that issues regulations that support entrepreneurial programs for students and entrepreneurs as a place for students to practice so that students can get the right business strategy in online entrepreneurial format according to the potential of their region.

Keywords: online entrepreneurship, technology, natural resource potential

1 INTRODUCTION

Indonesia as an archipelagic country has universities spread throughout Indonesia. The number of universities is almost 3000 institutions. With the number of universities reaching thousands, they have the potential to improve and strengthen the community's economy. This is because universities have many experts from a scientific perspective, and have students with strong fighting power so that they can help society strengthen its economy. As a higher education institution or institution, it has 3 main obligations or known as the Tri Dharma of Higher Education, namely:

1. Organizing education and teaching
2. Research
3. Community Service

Of these three obligations, community service is part of the Tri Dharma of higher education which directly applies knowledge to community activities. For example, in community service programs, experts, in this case lecturers, can apply their knowledge directly to the community. The application of knowledge in this case is that universities provide training on craft management, provide training on financial management and marketing. This community service program also provides scheduled assistance to the target community so that when the community service program is completed, the community service provider can carry out the program independently.

Community service in higher education is an activity of the academic community in practicing and developing science, knowledge, technology to advance general welfare and make the life of the nation intelligent as explained in Law Number 12 of 2012 concerning Higher Education Articles 47 and 48. The aim is community service in college are:

Carrying out community service in accordance with Minister of Education and Culture Regulation no. 3 of 2020 concerning National Higher Education Standards;

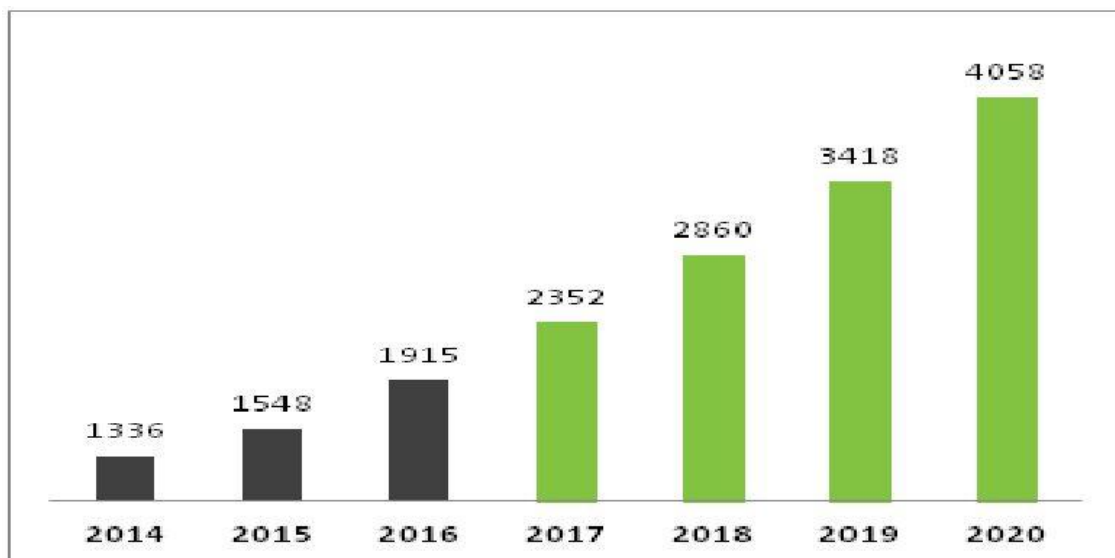
- Developing a community empowerment model;
- Increase community service capacity;
- Providing solutions based on academic studies of the needs, challenges or problems faced by society, both directly and indirectly;
- Organizing activities that are able to empower society at all levels, including economic, political, social and cultural; And
- Transfer technology, science and art to society for the development of human dignity with gender equality and social inclusion and conservation of natural resources.

In line with regulations issued by the Ministry of Education and Culture, Research and Technology, students also receive an entrepreneurship mentoring program. Through this entrepreneurship program, students who have an interest or who already have a business will receive assistance from universities so that the student's business runs successfully and independently.

One of the main components in business development is the role of technology. Technology currently has a significant function and role in every activity carried out by humans, including the use of technology in building entrepreneurship among students. From various testimonials from students who are successful in running a business, it cannot be separated from the role of technology.

The use of technology to develop students' businesses starts from product design, business finance journals, to product marketing. Without an office, without paying employees, all trade transactions can be carried out with the help of technology.

Based on data sources, in general the development of entrepreneurship in Indonesia has increased significantly. This can be seen in the table below.



(Source: Kompasiana.com)

From this table it can be seen that every year since 2014 the number of entrepreneurship in Indonesia has continued to increase. This is due to program assistance from the regional government. Another very important hope is support from universities and industry players, because as strong as entrepreneurship is, if it is not supported by the government, universities and the industrial world, the entrepreneurship will stagnate and not develop and could end up disappearing. Of course, such conditions are undesirable, because entrepreneurship is very helpful in strengthening society's economy. It can be illustrated that entrepreneurs who are large in number and evenly distributed receive good support from the government, universities and industry, like a network of small-scale businesses that are large in number and interconnected.

If this entrepreneur can develop well, this entrepreneur will grow into an entrepreneur with even larger operations.

2 METHODOLOGY

This research is descriptive research with a qualitative approach. Primary data was obtained by conducting interviews with student owners of small and medium enterprises (UKM) in the Banten province, South Tangerang city. Secondary data was obtained from various document sources collected in print and electronic formats according to research objectives. Next, the data is processed, classified and provided with narratives according to the objectives of this research

3 FINDINGS AND DISCUSSION

3.1 Types of UKM owned by students

Based on data collection carried out by students, the majority of UKMs are in food and beverage, fashion and craft businesses. The following are the types of businesses that are of interest to students

3.1.1 Culinary Business

Culinary is a business that never dies because food is everyone's need. There are many types of culinary businesses that can be developed. This business can be started with a small initial capital.

3.1.2 Fashion Business

The fashion business also has the potential to generate large profits, especially at certain moments such as holidays. Fashion trends that continue to change along with changing times mean that this business never runs in place. You can develop SMEs in the production and buying and selling of fashion products, both in conventional stores and online.

3.1.3 Automotive Business

There are many SME business opportunities in the automotive sector, including buying and selling vehicle spare parts, car or motorbike rental, automotive repair shops, and vehicle washing services. This business has great potential because the number of vehicles continues to increase. The average growth in the number of motorized vehicles is 5.3% per year.

3.1.4 Agribusiness

As a basic need, opportunities for agribusiness, namely businesses in the fields of agriculture and animal husbandry, are very wide open.

Some examples are raising broiler or laying hens, cultivating spice plants, selling organic vegetables, and selling plant seeds.

3.1.5 Creative Product Business

A variety of creative or handicraft products have high selling value. Its superiority lies in its uniqueness and artistic side. There are many small and medium business opportunities in this field, from making fashion products to accessories and ornaments for the home.

3.1.6 Beauty Business

With not too much capital, you can start a beauty business like a salon. The opportunity is quite big. To be successful, what can be offered is quality of service and variety of services.

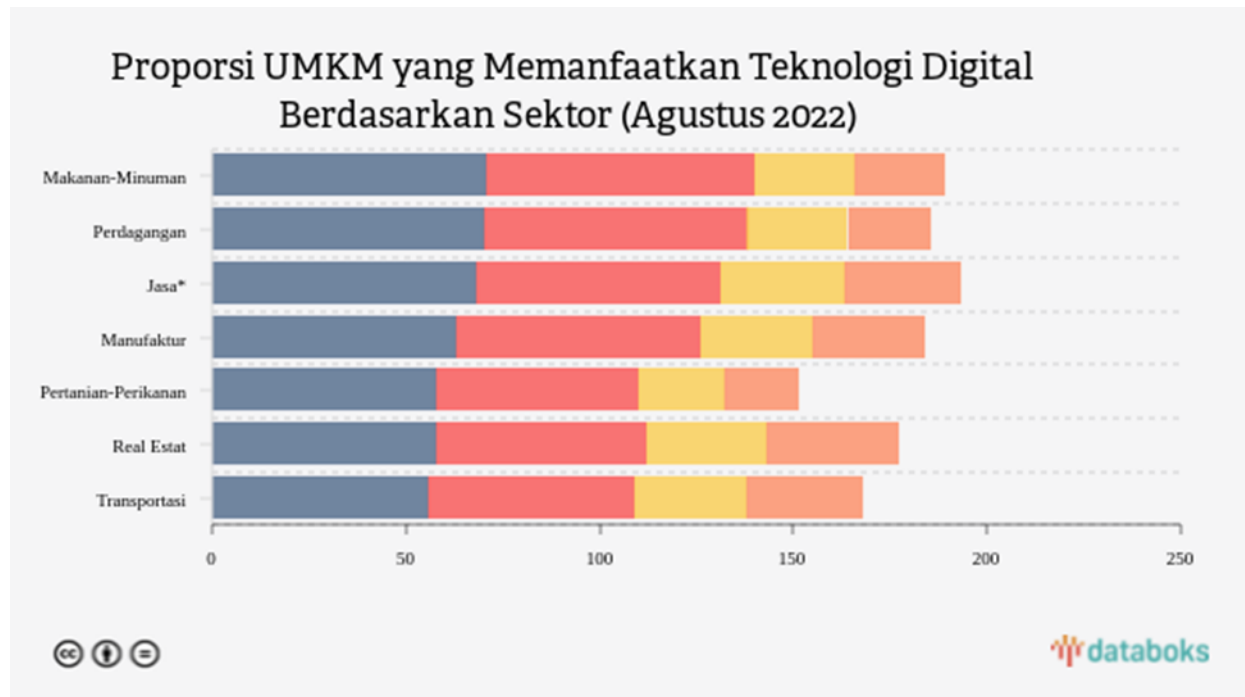
These are the types of businesses that students have the potential to develop.

3.2 Use of Technology to Develop SMEs

The current digital era has helped many sectors streamline their work, including SME businesses. With technology, everything from preparing financial journals to marketing can be done quickly and easily with optimal results.

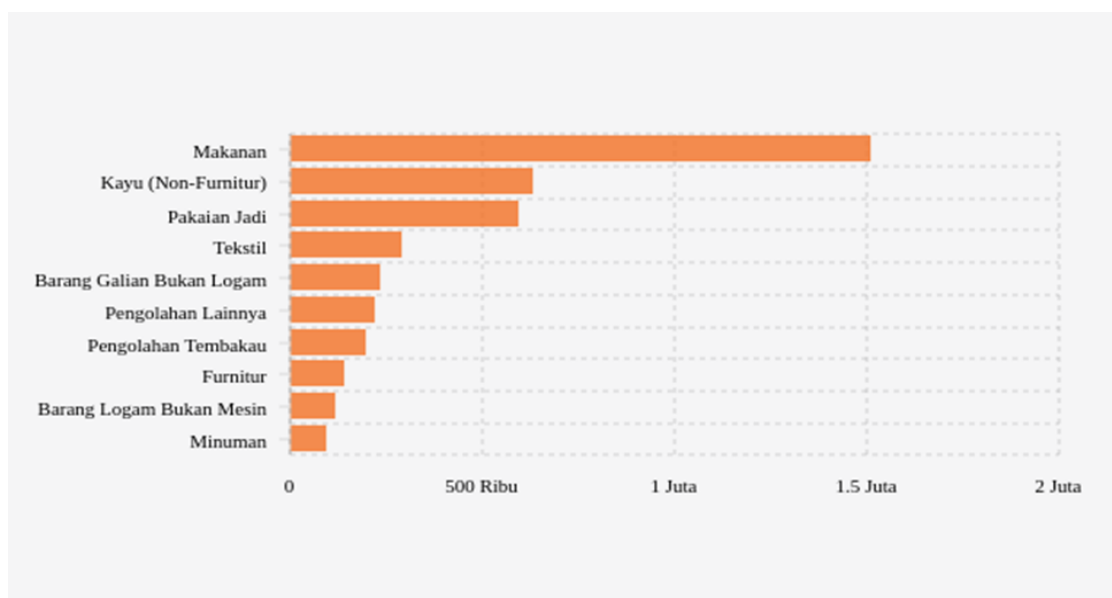
From the results of interviews with students who have small and medium businesses, all of them stated that in order to run their businesses smoothly, all of them have utilized technology. With technology, according to them, they speed up financial reports and speed up marketing activities. By utilizing existing social media, SME products are quickly known by many people and the turnover in demand is quite high. This is very helpful for them, compared to if they had to introduce their business through television and radio where using electronic media would have to cost a lot of money. The following graph shows the development of technology use in SMEs.

Proportion of UMKM that utilize digital technology by sector (Agustus 2022)



(source Databoks-Katadata)

From the data above, SMEs that use technology a lot in their operations are food and beverages. including the use of technology by students who are entrepreneurs, because with technology the dissemination of information becomes faster and is accepted by more people,



(Databoks - Katadata)

To see in general the types of SMEs that are of interest can be seen in the following table. Data regarding the number of SMEs in existence, the businesses that are most in demand and SMEs that use technology a lot is important data that can be used to make decisions in the next development of SMEs, while the public or students can see the development of SMEs which can be seen from various tables that show SME tendencies in business development.

4 CONCLUSION

Technology is very useful for students to develop their businesses. As an archipelagic country with a number of tertiary institutions reaching 3000 institutions, UKMs owned by students really need support from universities, the government and other social institutions that can support the advancement of these UKMs managed by students.

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Source Internet

(Kompasiana.com)

(Databoks - Katadata)

