

Coupling Program Management for Prospective Entrepreneurs

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Abstract. The Directorate of Training and Training, the Ministry of Education and Culture has run an Entrepreneurship Skills Education program. Entrepreneurship Skills Education (PKW) is an education service program through courses and training to provide knowledge, skills and entrepreneurial attitudes in accordance with the needs and business opportunities that exist in the community. The problem in this research is how to make the management of the mentoring program for prospective entrepreneurs so that they can make them into an entrepreneur. The purpose of the study was to determine the management of mentoring activities for prospective entrepreneurs. To answer the problems, researchers used a qualitative method approach to the type of descriptive qualitative research. From the results of the study it was concluded that by using a mentoring program on the PKW program implemented in organizing agency can provide encouragement for entrepreneurship so that the problem of unemployment can be reduced.

Keywords: Management of Assistance Program · Entrepreneurship

1 Introduction

The problem of unemployment and poverty are faced continually by the Indonesian for a long time and has not been resolved. Based on data from the Central Statistics Agency (BPS) of North Sumatra Province in 2017, the Open Unemployment Rate (TPT) was 6.41% or as many as 430 thousand people from the total population of North Sumatra Province around 14,102,911 people. The number of open unemployment that is still large, obviously greatly influences progress and has an effect on poverty levels. The poor are also still quite high at 1,453,870 million people (March 2017), they are people who have a very high dependency, are helpless, and consumptive.

Many factors cause unemployment. The most dominant factor is the imbalance between supply and demand, or the number of job seekers is not proportional to the number of available vacancies. Another factor is that business opportunities that have not yet been exploited are sourced from the potential of local people's wisdom. The Facts show that products produced by local community wisdom and other skills that use modern technology have a large market share, both domestic and global markets. In general, the products above have not adopted various types of designs and existing technologies.

The Government through the Directorate of Course and Training Development, Ministry of Education and Culture has run the Entrepreneurship Skills Education program. Entrepreneurship Skills Education (PKW) is an education service program through courses and training to provide knowledge, skills and entrepreneurial attitudes in accordance with the needs and business opportunities that exist in the community.

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This program provides students with entrepreneurial knowledge, provide provision of skills in the field of production of goods / services to students, instill mindset and entrepreneurial attitude to students, encourage and create new business startups through courses and training supported by the business and industry world, business partners and offices / agencies related, so that it can create jobs. To realize business units through knowledge and technology-based courses is certainly not an easy job, because it is related to business risks faced by new businesses, as well as changing the motivation and behavior of these students.

Responding to the conditions and problems that exist in the PKW program as in the previous description, then drafted a program that is able to solve the problem. The design to be developed is in the form of developing a program entitled "Entrepreneurship Skills Education Alumni Assistance". In the program assistance will be implemented both in theory and practice, by providing material for developing partnerships, business management and business development. In the learning process the material will be adjusted to the conditions of the problems faced by students and the skills / work and production of businesses owned by students.

The facilitators are people who have the ability and competence to provide input, provide facilitation, communicate and be a source of information for the participants.

2 Literature Review

2.1 Entrepreneurship Skills Education

Entrepreneurship Skills Education (PKW) is an education service program through courses and training to provide knowledge, skills and entrepreneurial attitudes in accordance with the needs and business opportunities that exist in the community [1].

2.2 Entrepreneurship Skills Education Alumni (PKW)

According to the Big Indonesian Dictionary Alumni are people who have attended or graduated from a school or college or certain activities.

So Entrepreneurship Skills Education alumni are people or students who have finished participating in Entrepreneurship Skills Education activities.

The Entrepreneurship Skills Education Alumni Assistance Program is a program structured in such a way that participants who have participated in the Entrepreneurship Skills Education activities in establishing businesses and running their business activities can get assistance so that their businesses can run better and provide

assistance in dealing with existing problems. This assistance is carried out by facilitators who have the ability and competency in accordance with the needs and problems encountered.

Here the facilitator needs to provide a lot of information to students, so that students have sufficient knowledge to be able to choose and determine actions that can solve their problems.

As experts, facilitators with special skills obtained from the scope of their education or from their experience can provide technical information needed by the community when they carry out their activities. The information provided by the Companion is not dictating the community but in the form of the delivery of facts. Let the community decide what action to take. For this reason, the facilitator needs to provide a lot of facts or examples so that the public can more easily take the right attitude or decision.

Companion in the scope of community empowerment needs to realize, that its main role is Learning to the community.

In the diagram beside the portion of the companion role can be seen. In the initial stage, the introduction of the companion community has a greater role than the community. This role should continue to diminish in the later stages until finally it was at the time of Community Preservation that he did it himself. If this is realized then you as a community companion can be said to be successful in their work.

In this Entrepreneurship Skills Education Alumni Assistance Program, there are 2 methods or patterns of assistance provided, namely:

- a. Direct assistance, i.e., the facilitator goes directly to the participant, face to face to solve the problems faced in the field. Direct assistance can be done in the form of learning, technical guidance, meetings, practice and others. The companion in conducting assistance can act as a resource and can act as a mediator by bringing the participants together with those who provide solutions to problems.
- b. Indirect assistance can be done by the mentor to solve the participant's problem by means of correspondence, long distance communication, to provide guidance and assignment guidance [2].

The aim of this entrepreneurship skills education alumni assistance program is to provide assistance to participants both individually and in groups, who face or experience obstacles in carrying out their business activities and to develop their businesses.

3 Methodology

To answer the problems by thoroughly and in depth, researchers used a qualitative descriptive method approach. In accordance with these problems, the data collection techniques are carried out by researchers through interviews, observation and documentation. In this technique, the researchers did not actively participate in the activities of the organization or educational unit after the data were collected and analyzed in depth.

Descriptive qualitative research is intended to describe and describe the phenomena that exist, both natural and human engineering, which is more concerned about the

characteristics, quality, interrelationships between activities [3]. In addition, descriptive research does not provide treatment, manipulation or alteration of the variable variable under study, but rather describes a condition as it is. The only treatment given is the research itself, which is done through observation, interviews, and documentation. Descriptive method is a method used to describe or analyze the results of research but no broader conclusions are used [4].

4 Result and Discussion (Results and Discussion)

The flow of the development of the entrepreneurship skills alumni mentoring program as follows:

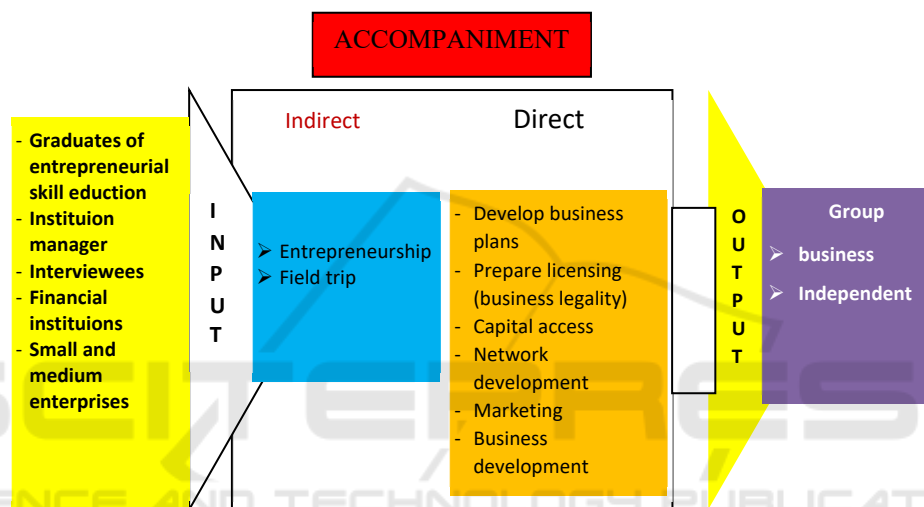


Fig. 1. Development Flow.

From the development path, the assistance process becomes:

Table 1. Learning Material.

No	Theory	Lesson hours	Assistance method
1	Basic Concepts of Entrepreneurship	3	Indirect
2	Business planning and legality	15	Direct
3	Resources and access to capital	8	Direct
4	Network and marketing	10	Direct
5	Business development	12	Direct
6	(field trip)	12	Indirect
SUM		60	

After participating in the mentoring process, participants are expected to have competencies:

Table 2. Graduate Competence Standar.

No	Competency Standards	Basic competency	Indicator
1	Learners understand the basic concepts of Entrepreneurship	Actualize the Concept of Entrepreneurship	a. Students are able to recognize the basic concepts of entrepreneurship b. Students can recognize the characteristics of entrepreneurship in its environment
2	Learners understand about business planning and business legality	Students can make business planning and legality	a. Students are able to make business plans b. Students can know the legal aspects of a business that will be made
3	Learners understand the source and access to capital	Learners know about sources and access to capital	a. Students can find out the source of capital b. Students can access capital
4	Learners understand about Network building and marketing	Learners know about Network building and marketing	a. Students are able to recognize about building a business network b. Students can find out the methods of business marketing
5	Learners understand about business development	Students can develop business	Learners know how to develop a business
6	Learners can understand the process of business activities	Learners can know the process of business activities	Learners know the process of business activities

The assistance program that was carried out at PKBM Green house address Street Siantar No. 22 Lubuk Pakam teak village fences produce:

The mentoring went smoothly, the students were very enthusiastic to participate in this assistance activity. It could be seen from the presence of students who tried to access funds from BRI in the amount of Rp. 10,000,000 (ten million rupiah) and it is still in the process. Learners have also presented making boxes that have been done in the form of videos, which will later be distributed for online marketing efforts. For

entrepreneurship material, students can open their horizons and grow their entrepreneurial spirit and understand about how mental attitude and creativity become entrepreneurs. From the implementation of online marketing, it has been confirmed that there are 200 boxes ordered from the City of Padang Sidempuan. An agreement has also been reached with the shipping party (JNE) to provide a special discounted price, as well as for participants in the activity, the goods are picked up from the location. Each participant already knows and has social media for marketing. [5]

5 Conclusion

The Entrepreneurship Skills Education Alumni Assistance Model is a program that is designed so that participants who have participated in Entrepreneurship Skills Education activities in carrying out their business activities can get assistance so that their businesses can run better and face problems. In this program the alumni are gathered and asked to express the problems or obstacles they face, so that problems or obstacles can be inventoried or recorded, then they can be grouped and the root causes of the problems in groups are based on the experience of the students themselves.

After the problem is found, students who participate in this program will be given materials that can provide solutions or alternative solutions to the problems they face, this material will be provided by the facilitators / resource persons in accordance with the existing problems. These assistants / resource persons are practitioners or experts who can come from competent institutions according to existing problems. Assistance methods implemented are direct assistance and indirect assistance.

Assistance materials will be given are Entrepreneurship, business planning and legality, sources and access to capital, building networks and marketing, business development and field trips. The existence of this model is expected to be able to increase the ability of participants to run their businesses so that they can improve their welfare.

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