

# Building Entrepreneurship by Utilizing Internet for Youth in Padang Bulan Medan

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Abstract: The importance of interest in entrepreneurship should have been instilled early on, but not all people think about it, even to the age of no longer many people are not interested in entrepreneurship. Many people succeed with entrepreneurship, but few people are interested in entrepreneurship. This is why the need to instill entrepreneurial interest in the community. Especially at this time of advanced age, marketing is not only done traditionally, but can be done online, this is one of the benefits of the internet. This is why it is important to conduct socialization to the community, especially in this case the Padang Bulan youth regarding the importance of Building an Entrepreneurial Spirit in using the internet. This method of community service activities by means of socialization, discussion, and motivating participants to have an interest in entrepreneurship by utilizing the internet. In connection with this, it is felt necessary to provide socialization and training on entrepreneurship to youth in the Padang Bulan Medan area. After socialization and training, participants became more knowledgeable in asking for entrepreneurship by using the internet.

## 1 INTRODUCTION

The progress of a country is certainly judged by one of the factor indications, namely the level of entrepreneurship in the country. Minister of Cooperatives and Small and Medium enterprises (SME). Anak Agung Gede Ngurah Puspayoga said the number of Indonesian entrepreneurs had only reached 3.1 percent of the population. This ratio is still lower compared to other countries such as Malaysia 5 percent, China 10 percent, Singapore 7 percent, Japan 11 percent and the US 12 percent. The entrepreneurial ratio of 3.1 percent is still lower compared to other countries, (kumparan.com). Ut at least it has been above the minimum limit of 2 percent and it will continue to grow. Most people look one eye at entrepreneurs, even for some people being entrepreneurs is very frightening, because facing a high level of risk (loss, bankruptcy and so on) is a sure thing for an entrepreneur. On the other hand being a worker is faced with a risk that is not much greater than an entrepreneur. Faced with the fact that there are employees at high risk, such as: layoffs, salary deductions, pensions, lack of salaries earned, mutations and so on. In entrepreneurship it is undeniable that humans are

valuable assets to run business operations. Therefore, it is necessary to pay attention to the quality and performance of human resources adjusted to the need to maximize productivity. In this regard, community service was carried out in the form of socialization Building an Entrepreneurial Soul by Using the Internet for Youth in Padang Bulan Village, Medan. This activity is a small step that can be done by channeling the thoughts obtained from learning to be useful for the loss of society. Steps taken by motivating youth in Padang Bulan Medan. Spreading enthusiasm for entrepreneurship in a series of activities that strive to stimulate young people to create interest and willingness to entrepreneurship. In the end, by starting to think about business ideas that have the opportunity to be realized in the neighborhood around Padang Bulan Medan. In the long term, the goal of implementing this activity is the emergence of a new generation of entrepreneurs with good and competent capacity to be able to increase regional economic growth and assist local government efforts in alleviating poverty and unemployment.

Base on the description of the analysis result above, the formulation of the problem is compiled, namely:

- a. The low level of understanding of the community, especially the youth in Padang Bulan Medan, will be the business prospects by utilizing the internet.
- b. How to Build an Entrepreneurial Soul by Using the Internet for Youth in Padang Bulan Urban District, Medan.

## **2 LOW UNDERSTANDING OF THE SOCIETY OF BUSINESS PROSPECTS BY USING THE INTERNET**

Nowadays, internet use is rampant in various fields, it can be said that almost all people in the community already know the name internet, but internet usage is not mostly used for applications and for fun. Whereas if seen, many business prospects can be done by utilizing the internet. One of them is by entrepreneurship, many ways are done by an entrepreneur at this time to market a product or item to be marketed. Only by staying at home but business can go on, but you could say there are still or even more people who do not know about this, such as someone can make crafts such as bags, veil ornaments, but only marketed by word of mouth, or in traditional markets, of course this marketing will not be broad, and it could be people who actually want to buy, but not because they do not know if there are people who sell the product. This is one of the potentials of the internet for entrepreneurship, it can be by using the internet to market it, so that the marketing becomes increasingly liable, such as creating an account at Shopee, Open a Lapak, and others. So besides products that are traditionally marketed, can also be marketed through the internet, and prospective customers will also increase with the increasing marketing strategies in this case by using the internet.

## **3 BUILDING AN ENTREPRENEURIAL SOUL BY USING THE INTERNET**

Entrepreneurship is a mental and mental attitude that is always active as well as creative and able to create increased income in that business. If someone has entrepreneurship or business then he will have the desire and motivation to be able to develop it and change it for the better, although little by little he must

have the desire to change or develop his business to be more advanced and also able to think to add another business. The importance of entrepreneurship and working with the results of his own sweat is very influential on life in the future, if working well will certainly give good results, and vice versa, a person is required to seek rizki to provide for themselves and their families. The internet is a collection of networks of world computer networks consisting of millions of small units, such as education networks, business networks, government networks, etc., which together provide information services such as e-mail, online chat, file transfer, and linked each other between web pages and other web page sources. The internet is one of the media as well as a solution in the marketing of today's digital creative society. The internet does have great potential, not just as a media infrastructure, socializing, collaborating, but the use of the internet as an economic medium to develop productive businesses is also the right choice. Benefit of the internet for the world of entrepreneurship:

1. The internet is a technology created by information sources. With the internet, many business people can search for any information related to their business. As for materials, processing methods and also how to market them.
2. The internet does not only help business people who have long been involved in business. The beginners can start being interested in entrepreneurship if they get knowledge about business.
3. The benefit of the internet in the business world is that it can facilitate business people to supply goods that become their business commodities. For example, there is someone whose business in the fashion field is like that which is currently rife, he can just use internet services to find information about the latest fashion world.

The following are examples of the type of business that can be through Internet media:

1. Selling Products. If someone has a product, it can be marketed through internet media, it can be through social media such as Facebook, Instagram, and others.
2. Online Marketing. A person can sell other people's products through a website that has been created. Or it could also be through online sales applications that are currently

rife like Shopee, Open Lapak, Pedia Shop and others.

3. Buy, develop and sell websites. If someone is smart in creating a website, then the website can be traded, and of course the usefulness and benefits of the website is very much especially for people whose lives are inseparable from the internet world.
4. Build an online community such as forums, dating and social networking sites. Using this online community is like creating a forum, if there is something to discuss, it can be through the forum, and you can not meet each other in the forum, but only through online, can you communicate between one another, so that it doesn't interfere with each other's activities.

The expected output target with this activity is in accordance with Clelland's opinion stating that there are 8 main characteristics found in an entrepreneurial person as follows:

1. Encouragement of achievement: all successful entrepreneurs have a great desire to achieve an achievement.
2. Work hard: as a big entrepreneur: "get drunk", in order to achieve the goals you want to aspire to.
3. Pay attention to quality: the entrepreneur handles and oversees his own business until he is independent, before he is still with a new business again.
4. Very responsible: entrepreneurs are very responsible for their efforts, both morally, legally and mentally. Reward-oriented: entrepreneurs want to achieve, work hard and are responsible and they expect rewards that are similar to their efforts. The reward is not only in the form of money, but also recognition and respect.
5. Optimistic: entrepreneurs live with the doctrine of all time good for business, and everything is possible.
6. Oriented on good work (excellence oriented), often entrepreneurs want to achieve outstanding success and demand everything that is first class.
7. Able to organize: most entrepreneurs are able to integrate parts of their business in their business. They are generally recognized as successful "commanders".
8. Money-oriented, money pursued by entrepreneurs is not solely to meet

personal needs and business development, but is also seen as a measure of work performance and success.

The service activities carried out are as follows:

1. The opening, in the form of socialization to the community in this case the youth in Padang Bulan Medan urban village about the importance of entrepreneurship from an early age.
2. Training in the Use of the Internet for Entrepreneurs In this training participants were facilitated and provided the necessary equipment in the use of the internet for entrepreneurship. This training is expected to add to the knowledge provided, so participants are increasingly convinced of their abilities after gaining that knowledge so there is no need to fear fear that often occurs in starting entrepreneurship such as fear of failure, fear of not being sold, and until the fear of bankruptcy. By utilizing the internet the participants are taught how to market their products not only through traditional, but can be wider by using the internet. In this activity participants are taught how to market their products or businesses such as through Instagram, Shopee, Open Lapak, Lazada. Participants were interested in using the media to market their products, especially as long as those who already had businesses such as pastries and wet cakes, they marketed it only from door to door or word of mouth, so the business was less popular. By participating in this training, participants were interested in marketing through internet media applications that had been taught during training.

### 3 CONCLUSIONS

The socialization and training program conducted aims to provide knowledge to participants. After the training was conducted, the participants had knowledge about entrepreneurship and about the benefits of the internet for entrepreneurship. In the training process, participants are facilitated with a data packet card so that they can easily use internet facilities. From the training, participants have a more developed mindset in carrying out their

entrepreneurship so that they can see economic opportunities in their neighborhood and can be utilized optimally to improve their economy.

## ACKNOWLEDGEMENTS

If any, should be placed before the references section without numbering.

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