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CONFERENCE PROCEEDING ONE ASIA 2

Theme :
**“Exploring Ideas in Entrepreneurship within Asian
Community”**

Bandung, 11th – 18th August 2020

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FOREWORD

Assalamu'alaikum Warahmatullahi Wabarakaatuh.

Greetings to all of us.

First of all, let us express our gratitude for the presence of Allah SWT, the Most Merciful and Merciful, because with His permission, the international proceedings of the implementation of the 2nd year One Asia International Lecture program, with the theme Exploring Ideas In Entrepreneurship Within Asia Community, can be completed.

As an illustration, the purpose of this International Lecture from One Asia Community is: to get various thoughts and ideas related to the formation and development of the Asian Community. Discussing the Asian Community based on various fields of study to provide a basis for the formation and development of the Asian Community, as well as discovering various problems and obstacles faced in the formation, development of the community, exploring various ideas for dealing with problems and finding out how the Asian community will be in the future.

This One Asia International Lecture is divided into two parts, the first is about the Asian community through a public lecture. the second part, Lectures for Fourteen Meetings with the media during, with lecturers every time a different meeting discusses the Asian Community from various disciplines. This proceeding is a collection of articles from Asian Community lecture materials from teachers or speakers both Indonesian and foreign as well as from students participating in the One Asia lecture, who discuss Exploring Ideas in Entrepreneurship Within Asia Community from various different points of view.

This international proceeding was completed thanks to the support of various parties. For this reason, on this occasion, we would like to give our permission to thank: Chancellor of Pasundan University and his staff, Chairman of the Community Service Institute, Committee Partners. In particular, the Chairperson of the One Asia (Eurasia) Foundation Japan and One Asia Indonesia for their trust in organizing this International Program.

We, therefore, convey,

Wabilahitaufik Walhidayah, Wasamuallaikum Wbr.

Bandung, August 2020

Oneasia Unpas Program Director.

Dr. Dindin Abdurohim, BS., S.Sos., MM., M.S.

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Assalamu'alaikum Warahmatullahi Wabarakaatuh.

Best wishes for all of us.

Pasundan University (UNPAS) is mandated by the government to carry out the service duties contained in the Tri Darma of Higher Education, namely: education, research, and community service. UNPAS has a vision, namely: To become an international ranking academic community that carries Sundanese and Islamic values in 2021. Achieving this vision certainly needs to be balanced with hard efforts to improve information systems that are precise, fast and accurate as well as creative and innovative ones that can provide added value. for stakeholders.

In line with the increasing role of Pasundan University as a partner for stakeholders, it is necessary to take a series of accelerated steps for the dissemination of data and information about the results of activities or programs carried out by Pasundan University lecturers, as well as collaboration with lecturers from other universities both at the national and international levels.

Therefore, I warmly welcome the international proceedings of this collection of the 2nd Year One Asia Lecture articles. This method of dissemination is expected to be used as an appropriate vehicle for establishing partnerships between academics between tertiary institutions at the international level.

Finally, I hope that the International Proceedings will benefit from cooperation within the framework of Pentahelix. This proceeding is also expected to be a source of inspiration to innovate in implementing programs in the following year. Not to forget, my gratitude also goes to the Organizing Committee for conducting the One Asia International Lecture, with the theme Exploring Ideas In Entrepreneurship Within Asia Community. In particular I would like to thank the chairman of the One Asia (Eurasia) Japan foundation, for trusting Unpas to hold the 2nd year One Asia Community Lecture Program.

Wa'alaikumussalaam Warahmatullaahi Wabarakaatuh.

Bandung, August 2020

Rector,

Prof.Dr.Ir.H.Eddy Jusuf Sp.,M.Si.,M.Kom.

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YOUTH AND CREATIVE INDUSTRIES: TECHNOLOGY-BASED ENTREPRENEURSHIP DEVELOPMENT 4.0

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Abstract. The background is based on seeing the economy which is a very important thing in life, especially in the current era, namely integrating real life and cyberspace. In this case, of course, is closely related to the use of technology in every activity carried out, including in entrepreneurial development. However, what can maximize technology for the creative industry is a society that is categorized as youth. Youth is a very productive and fast age and is even required to be able to understand technological developments in order to be able to follow the existence of the 4.0 era. In this case, it proves that youth have a very important role in economic success in the creative industry sector for entrepreneurship, especially in Indonesia by developing or as existing business actors in order to be able to compete or collaborate with other countries. To maximize the role of youth and the creative industry in entrepreneurship through technology, of course, it must be supported by government policies and NGO as a facilitator for the development of youth capacity in technology in order to be able to achieve success in the economic field for the welfare of society, especially Indonesia.

Keywords: Creative Industry, Entrepreneurship, Technology, Youth

I. INTRODUCTION

Economy is very important in life because it is one of the driving forces for the progress of a country. However, as we know in the current era, almost all activities, especially in the field of entrepreneurship, are integrating real life and cyberspace. This means that it is closely related to technology, in this case young people are able to maximize the use of the creative industry, namely the culinary sector in technology-based entrepreneurship 4.0. Indonesian processed food and beverage products with the highest export value in 2019 were coffee-based processed food and beverages amounting to USD429.45 million (10.35 percent); processed fish amounting to USD411.05 million (9.91 percent); various types of processed food amounting to USD390.09 million (9.40 percent); wafer snacks and waffles containing cocoa amounting to USD322.88 million (7.78 percent); and processed shrimp amounting to USD309.72 million (7.47 percent)¹.

In this processed food and beverage culinary sector, Indonesia is sufficient to get a large income in Asia, especially Southeast Asia. However, the average income is obtained by companies that are already categorized as large, such as PT Mayora Indah, while many Indonesian people who are entrepreneurs are categorized as small and medium enterprises (SMEs), especially in the culinary sector, have not been able to process food and drinks so that they can become export goods and compete with other countries. This is due to the lack of education or training in the community in the field of technology-based food processing. As we know, the business model revolution in the Industrial Age 4.0, namely:

1. Providing solutions to problems faced by society
2. In this era, they are never satisfied with the results achieved, so they try to continuously innovate.
3. The new monopolistic model of capitalism, in which the business model of companies in this era

adopts a sharing economy so that it is perceived as a solution to economic inequality.

4. Marketing model 3.0, if marketing in the 1.0 era focused on products while in the 2.0 era, marketing focused on consumers, then marketing 3.0 is more than that where the company sees consumers as not only product users but seeing consumers from their multi-dimensionality as humans so that consumers will choose products that satisfy their desire to participate, create, community and idealism

Based on the existing reality, of course there are opportunities as well as its own challenges, especially for developing Indonesian entrepreneurship. Some of the challenges faced in the industrial era 4.0 include information technology security issues, reliability of production machine stability, lack of adequate skills, inability to change by stakeholders, and the loss of many jobs due to turning into automation. With the loss of many jobs due to automation, unemployment becomes a threat that will occur, where the unemployment rate in February 2017 was 5.33% or 7.01 people out of a total of 131.55 million people in the workforce (Source: BPPS 2017)².

Based on these data, it is the role of youth that is considered capable of maximizing their potential in exploring and understanding information then learning to apply technology for the benefit of the creative industry in the culinary sector and furthermore, it must be able to build society by taking an active role to be able to understand Indonesian society, especially entrepreneurship well by how to conduct training, seminars, technology-based business consultants, and other forms of education. However, the provision of this education should be able to be free of charge if Youth can cooperate with the Government or NGOs as facilitators and supported by sponsors.

As for paid, it should be categorized as cheap, so that more and more people join the program, in this case people who are categorized as beginners in the entrepreneurial field.

So to realize an increase in income in the community in the field of entrepreneurship, especially with the creative industry in the culinary sector, it can further compete in the international world, there is a need for the role of youth in the development of Technology-Based Entrepreneurship 4.0 in synergy with the government and NGOs.

II. BASIC THEORY

A. Youth

The reflection on youth studies in Indonesia itself has been comprehensively summarized by Ben White and his analysis provides inspiration for subsequent youth studies. The definition of youth in the discussion of social studies is not just a young population with a certain age limit, but includes a life transition and even more so, youth can be interpreted as a big change. In his review, White highlighted that current studies on youth tend to view youth in a conventional way, namely viewing youth as a transitional period from a period of children to adulthood, from education to work, and from family of origin to destination family (Lyod, 2005; Robert, 2009).

Another concept used to look at youth in greater depth was also found in Koning's 1997 study. Koning views youth as a "generational" dimension. There are three important meanings that are considered in this generation dimension.

1. Definition as a specific age group (biologically defined).
2. Viewing youth as relational (Alanen, 2001), which is not only seeing the difference between youth and adults, but seeing youth not only as a mere descriptive category but with a theoretical concept of relational dimensions and structural phenomena such as social class and making youth a social category which have relations, differences, and inequality with other social categories.
3. Viewing youth as a social category that is relevant to the history of Indonesia's struggle, such as seeing youth as a struggle group, including youth groups, generation 45, generation 65 and so on (Naafs and White, 2008)⁴.

Meanwhile, in rural communities, rice farming in Central Java sees youth as young people who have entered middle school age until they are not married. Even though he is over 35 years old but not married, society sees him as a young man. Meanwhile, youths who have married at the age of 25 are considered no longer as young people⁵.

Amid the comprehensive concept of youth in various social studies, international organizations simplify the definition of youth. For example, the UN and the ILO define youth as the population aged 15-24 years, the age limit itself overlaps with the definition of children aged 0-17 years. Likewise, with youth legislation number 40 of 2009 article 1.1 which defines youth aged 16-30 years, these differences in definition will result in confusion when used in policy making. When stating youth unemployment using the ILO definition, it will certainly be different from the concept of youth in the youth law, as well as youth development programs, different interests can lead to different perceptions in the program targets. Based on the discourse of youth studies, the determination of youth based on a

purely demographic definition such as only the age limit involved ignores the analysis of youth in current social structures.

Young people are the key actors in most processes of economic and social change. Taking the example from Indonesia, two important themes in macro studies of social change are the process of urbanization (spatial movement of population) and de-agrarianizing (sectoral shifts in employment). It is often forgotten that these two shifts were generally carried out by youth. Young people rather than old people who move to cities looking for work, it is the youth who decide that their future is not in agriculture

In these various definitions regarding youth itself, it can be concluded that youth is a population that is young at a certain age, has a major change transition, and plays an important role in the social structure that can influence a policy.

B. Creative Industries

The definition of Creative Industries which is currently widely used by those involved in the creative industry is a definition based on the UK DCMS Task Force 1998: "Creatives Industries as those industries which have their origin in individual creativity, skill & talent, and which have a potential for wealth. and job creation through the generation and exploitation of intellectual property and content"⁵.

According to Simatupang (2007), the Creative Industry is an industry that relies on skills, talents, and elements of creativity that have the potential to increase welfare.

According to the Ministry of Trade of the Republic of Indonesia 2009, the creative industry is an industry that comes from the use of skills, creativity, and talents possessed by individuals in creating welfare and employment. This industry will focus on empowering the creativity and creativity of an individual.

Then according to the Indonesian Creative Economy Agency, there are 16 creative industry sub-sectors, namely: 1. Application and Game Development which is based on the condition of the increasing smartphone penetration in Indonesia, but this also of course still has obstacles such as a lack of investor interest. 2. Architecture, of course, has an important role in terms of culture and development. 3. Product Design, able to create a product by combining the elements of function and aesthetics so that it has added value for society. 4. Fashion, because of designer innovation and productivity, shows a significant increase in competitiveness at the global level. 5. Interior Design, during the last two decades, the interior design sector has shown a very rapid development. Starting from designing residential interiors, hotels to offices. 6. Visual Communication Design, which of course has importance in supporting the growth of private businesses, brand owners, and even government programs. 7. Performing Arts, Indonesia is a country rich in performing arts. This art has been present for a long time in the form of wayang, theater, ludruk, dance and many more. These arts spread throughout Indonesia with their respective characteristics. 8. Film, animation, and video, although they have positive developments, of course there are still problems in the form of human resources and piracy. 9. Photography, supported by today's increasingly high interest

in the world of photography. This high interest is of course caused by the development of social media and the increasingly affordable price of cameras. 10. Crafts, the products of these handicrafts, of course, in addition to the domestic market, many of them are also exported abroad. 11. Culinary, has a strong potential to develop. Data from Bekraf states that this sector contributes 30% of the total tourism sector and the creative economy. Several things that are still of concern to the government, namely one-stop access to permits, business guidelines and permits, to legal assistance in the process of establishing a business. 12. Music, music is a very dynamic industry. 13. Advertising, According to Bekraf, advertising is a sub-sector of the creative industry that has the highest distribution power. This is inseparable from the synergy with the owners of capital who market the products. 14. Publishing plays a role in building the intellectual strength of the nation. 15. Fine Arts, in Indonesia art has developed quite well. It has been noted that several art exhibition events are regularly held, such as the Jogja Biennale, Jakarta Biennale, Art Jog, and the OK Video Festival. 16. Television and radio, the roles of these two industries are quite large, reaching 3.17% of the Gross Domestic Product (GDP). In terms of employment, the television and radio industry is in the 6th largest position in contributing to the total workforce of creative industries in Indonesia.⁶

In this case the conclusion is related to the definition of the creative industry, namely an industry where everything comes from creativity, skills, talents, innovation and potential through the development and exploitation of faith and content aimed at prosperity by creating jobs.

C. Technology-Based Entrepreneurship 4.0

The term entrepreneurship is the equivalent of the word entrepreneurship in English. The word entrepreneurship itself actually originates from French, namely 'entrepreneur' which means adventurer, creator, and business manager. This term was first introduced by Richard Cantillon (1755). This term is increasingly popular after being used by economist J.B Say (1803) to describe entrepreneurs who are able to move economic resources from low levels of productivity to higher levels and produce more (Rambat Lupiyoadi, 2004; 1)

The number of opinions regarding the definition of entrepreneurship itself can be taken at the core of all definitions, namely that entrepreneurship is the spirit, behavior, and ability to provide positive responses to opportunities for self-profit and / or better service to customers / society. By always trying to find and serve more and better customers, as well as creating and providing more useful products and implementing a more efficient way of working, through courage to take risks, creativity, and innovation and management skills⁷.

The fourth industrial revolution is a condition in the 21st century, when there are massive changes in various fields through a combination of technologies that reduce the barriers between the physical, digital and biological worlds. This revolution is marked by technological advances in various fields, in particular artificial intelligence, robots, blockchain, nanotechnology, quantum computers,

biotechnology, the internet of Things, 3D printing, and unmanned vehicles⁸.

Then entrepreneurship based on technology 4.0 is everything that is related to entrepreneurship, especially in the field of business, namely utilizing the use of technology 4.0 be it the internet in the form of social media or certain applications to simplify and improve their business in order to survive in the midst of all technological conditions and further to be able to compete with national or international entrepreneurs. So that it can increase income as well as create broad job opportunities.

III. METHOD

The literature study conducted by the author is to find various written sources, in the form of books, archives, magazines, articles and journals, as well as documents that are relevant to the problem under study. So that the information obtained from this literature study is used as a reference to strengthen existing arguments.

This literature study is carried out by researchers after determining the research topic and determining the formulation of the problem, before going to the field to collect the necessary data.

IV. DISCUSSION

A. Culinary Sector Creative Industry

The word culinary comes from the English word "culinary" which is defined as something related to cooking or the kitchen. Culinary is more associated with cooks who are responsible for preparing dishes to make them look attractive and delicious. Institutions related to culinary are restaurants, fast food franchises, hospitals, companies, hotels, catering etc.

In historical records, there is relatively no clear and accurate documentation of Indonesian culinary delights. Even though the fact is that it is still possible to enjoy the dishes from the past, no culinary historian has written completely. This condition is exacerbated by policies that do not support developing indigenous foods. The development of western-style "fast food" has contributed to the deterioration of the image of national food as a fringe food. The presence of multinational corporations and various franchises abroad makes things easier. Going to a western restaurant is considered a modern lifestyle, while food in a traditional warung is considered sober. It is proper, young people who live in the midst of this development, have their brains washed with foreign-style fast food⁹.

From that, as the author has explained, Youth is a determinant of future civilization, including the economy of a country. When youth are able to take advantage of the opportunities that exist in the culinary sector, they can face challenges with a variety of creativity as well as earnestly to train their potential in order to create an economic progress, ideally culinary in Indonesia, namely regional specialties for example, will penetrate international markets.

Regions in Indonesia have many characteristics, each of which includes culinary issues, so logically Indonesia has many unique stories about regional specialties. In order not to be displaced by western food entering Indonesia, this Indonesian culinary should be developed with a variety of

unique packaging and the right marketing process with the use of technology.

One example of a few years ago (2009) we know a successful young entrepreneur named Firmansyah Budi Prasetyo, he is a graduate of the Faculty of Law, Gadjah Mada University who has cum laude (2006), preferring to become an entrepreneur rather than the big opportunity to become a birokrat. He succeeded in raising the name of food, namely cassava, with the name Tela Krezz.

Another example that recently processed regional specialties that are served instantaneously is "Makanku", which produces everything from Rendang, Gudeg, Gulai and other regional specialties, which in my opinion has succeeded in lifting regional specialties with creative packaging and utilizing technology, namely social media to implement it.

B. Development of Technology-Based Culinary Entrepreneurs 4.0

As has been explained that today's phenomena as well as so on are predicted that everything relies on technology, even though the use in operating it will not be separated from human interference itself. But by looking at conditions like that, of course we must be able to see the opportunities that exist even though challenges are always a companion.

In this case, the development of entrepreneurship based on technology 4.0 is an important thing to pay attention to, because as a number of literatures say that entrepreneurship is closely related to the progress of a country's economy. Likewise, in the creative industry sub-culinary sector.

With the role of youth in optimizing technology to increase entrepreneurship in the culinary field, it is necessary to take steps, namely:

1. Youth concern for existing conditions

Youth must be aware in advance of the importance of a concern for the future of the nation, because those who will feel the prosperity of the country in the future are the youth themselves and their successors.

2. Real Action

This action can be in the form of a collection of creative ideas which are then applied through discussions, providing education and training, providing consultant services for the use of technology in business and all actions that refer to understanding and updating the community in entrepreneurship in the culinary field. For example, being able to modify regional specialties from initially not being able to be exported due to limited resources in the form of materials or technology, becoming exportable due to various creativities in the form of submitting funds to be able to provide sophisticated machines for startup businesses or intellectual channeling owned by the young man.

3. The role of the Government and NGOs

Youth is closely related to a change, but the potential possessed by youth is sometimes hampered by a government policy or the absence of facilitators. For example, in the culinary sector, the government should be able to maintain and introduce to countries in the world, especially Southeast Asia, that Indonesia is rich in food that has characteristics ranging from

delicious taste, ingredients taken from Indonesia's natural wealth itself to those that are closely related to things - religious matters or social relations. So, in this case there needs to be a role for the government or NGOs to be able to work together in order to facilitate the existing potentials. Such as establishing policies in the culinary sector to have a high existence, making education and training free or low-cost, and NGOs helping to monitor the progress of these entrepreneurs by becoming consultants or liaising the community with companies that are already successful in the business sector.

It cannot be closed that these steps have a strong bond with the youth, even though the change can be done by anyone, it is the youth who have the highest level for a change that is relatively long in nature.

V. CONCLUSION

In seeing the existing phenomena, we can perceive all the facts, including economic development. Whether a country is prosperous or not depends on who takes the role and how to carry out that role properly and is able and smart to see the opportunities that exist.

Likewise, in a technology-based entrepreneurial development, someone must take a role including youth in order to maximize their potential to be able to learn technology in order to maintain the existence of the economy in the form of income which is considered to be able to prosper the community.

Thus the authors hope that the readers if there are errors in writing or inaccuracies in literacy can provide criticism and suggestions to the author

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HOW THE ROLE OF ENTREPRENEURSHIP IN THE CORONA PANDEMIC SITUATION

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Abstract. Entrepreneurship is a creative and innovative solution that leverages foundations, tips and resources to find opportunities for success. entrepreneurship is an activity to improve people's welfare in terms of a better quality of life. Entrepreneurship has a very big role in the development of economic growth. Entrepreneurship based on a populist economy can survive difficult hardships. For this reason, tertiary institutions as a role model for the community can encourage an entrepreneurial culture. Higher education is expected to be able to produce reliable entrepreneurs, so as to be able to encourage a special community of students to become entrepreneurs. One of the activities organized by the One Asia Japan Foundation is an organization that has a cultural transfer program abroad for activation on a global scale, an activity that is combined with various discussions and ideas related to reporting and developing the Asian community to work on entrepreneurial ideas in the Asian community. and also to initiate or embody ideas to foster culture through collaborative projects. Based on this background, the objectives that have been set, the other goals that have been set, other objectives are to develop an understanding of the message and development of the Greater Asian Community and the contribution to the Community in Asia in the future through activities. But what is the state of entrepreneurship in the current corona pandemic situation where all countries are experiencing a sizable economic decline.

Keywords: Entrepreneurship, Economic, and Corona Pandemic

I. INTRODUCTION

The word entrepreneur comes from French, entre means "between" and prande means "to take". This word is basically used to describe people who are willing to take risks and start something new. Furthermore, the notion of entrepreneurship is expanded to include innovation.

Through innovation comes newness that can take the form of new products to new distribution systems. New products, for example, do not have to be related to sophisticated technology because simple products can also present novelty, for example new flavors in food products (Wijatno, 2009).

The positive impact of entrepreneurship, namely:

1. create jobs
2. Improve the quality of life
3. increase income distribution
4. utilize and mobilize resources to increase national productivity
5. increase government welfare through government programs, such as taxes and others.

With the positive impact of entrepreneurship, job seekers who were initially only interested in the formal sector are expected to change their views and shift to the informal sector. According to Stephen R. Covey, the change is often a painful process. It is a change that must be motivated by a higher purpose, by a willingness to subordinate what you think you want now to what you want later.

II. BASIC TEORY

A. Corona Pandemic

This disease is caused by a new type of coronavirus named SARS-CoV-2. The COVID-19 outbreak was first detected in Wuhan City, Hubei Province, China in

December 2019, this disease was named coronavirus disease 2019 or what is also known as COVID-19.

Pandemic itself is an epidemic that has spread to various continents and countries, generally affecting many people. Meanwhile, epidemic itself is a term that has been used to describe a sudden increase in the number of cases of disease in a population of a certain area. The reason is, the term pandemic is not used to indicate the high level of a disease, but only shows the level of its spread.

It should be noted, in the case of the COVID-19 pandemic, it has an impact on the economy in Indonesia. Not only is the production of goods disrupted, but investment is also hampered. Here are some of the effects of the COVID-19 virus in Indonesia:

1. Some items become expensive and rare to find.
2. Indonesian congregants cancel their departure for Umrah.
3. Visits of foreign tourists in Indonesia are decreasing.
4. Damaging the economic order in Indonesia
5. Imports of goods are hampered.

If it is related to the corona pandemic that is currently happening, it has hit³ the global economy, including Indonesia. Head Economist of the Center of Reform on Economics (CORE) Piter Abdullah Redjalam also said, Indonesia already on the verge of an economic recession due to this pandemic.

However, Piter assessed that the most important thing that needs to be done when you are on the verge of a recession is to protect the business world and the financial sector in order to survive. In addition, the government must ensure that the economic recovery

process can take place quickly. Thus, Indonesia is likely to survive the crisis.

B. The Economic Situation During The Corona Pandemic

Indonesia is known as a country rich in natural resources, but many Indonesians live in poverty due to a lack of human resources to manage natural resources in Indonesia. On average, many of them become laborers and other lower class workers. Natural resources that have high value are mostly controlled by capitalized people and foreigners, so that Indonesian residents who become employees are usually given a small salary. So that the Indonesian people live not prosperous or poor.

The World Bank released a report entitled "Aspiring Indonesia, Expanding the Middle Class" at the end of last week (30/1). In this research, 115 million Indonesians are considered vulnerable to poverty. The poverty rate in Indonesia is currently below 10% of the total population. The average economic growth is predicted to be 5.6% per year for the next 50 years. It is estimated that its Gross Domestic Product (GDP) per capita will grow six times to nearly US \$ 4 thousand.

Secretary of the Coordinating Ministry for the Economy, Susiwijono Moegiarso, said that with the occurrence of the corona pandemic, as many as 3.05 million workers in Indonesia had been affected (layoffs and laid off) besides Suharso Monoarfa also worried that the number of unemployed in Indonesia would increase due to the COVID-19 pandemic. The open unemployment rate could reach 10.7 million to 12.7 million next year. This has happened since the corona pandemic in Indonesia since March 3, 2020.

Susiwijono explained that 3.05 million workers affected by the corona virus were sourced from data from the Ministry of Manpower (Kemnaker), until Tuesday, June 2, 2020.

Employees of companies or factories have been laid off and sent home until it is uncertain when it will end. Of course, many of them are still waiting for certainty, whether they can still work as usual or surrender to the current conditions, but the needs of family life still have to run. Business sectors such as MSMEs are not spared from the impact of the Covid-19 pandemic, in addition to regulations from the central and regional governments, business actors reluctantly reduce activities and even close their business premises to make a living for their families.

The World Economic Forum (WEF) reports that since the start of the crisis, more than 70 percent of start-ups have had to end full-time employee contracts to keep companies from sinking. Companies and individuals around the world have come together to respond to, and if possible, to overcome this crisis.

C. Entrepreneurial Opportunities During A Pandemic

In difficult times like today, where the Covid-19 pandemic has hit the world, without exception, which disturbs all parts of human life. An economic crisis cannot be avoided. For someone who has an entrepreneurial spirit, a pandemic and crisis is a challenge that can be turned into an opportunity to start a business / business. His entrepreneurial spirit will appear and call for immediate action. Courage to initiate the first step is the very start that determines the next step.

Pandemic, Covid-19 has also caused an increase in entrepreneurial activity. Ironically, the pandemic has actually increased the creativity of a number of people in doing business, for example, the mask business which is increasing nowadays.

Business people and corporate people and companies have devised new ideas to respond to existing needs or whose needs are not adequately addressed by governments and powerful institutions.

The condition of the COVID-19 corona pandemic which was followed by the application of social distancing gave rise to new consumer behavior, but on the one hand it opened up opportunities for the banking, financial and financial services businesses to spur marketing. This was revealed in the analysis of Social Distancing and its Impact on Consumer Behavior carried out by a company engaged in the data and artificial intelligence (AI) sector, ADA.

The company, which integrates data, insights, media & content for brand owners, analyzes data on consumer change in several Southeast Asian countries including Indonesia. One of the results of the analysis is that the pandemic situation appears to have led to new consumer behavior, which varies in each Southeast Asian country. The e-commerce business is also a major need for the public in making transactions during this pandemic.

A policy and communication strategy observer from Daegu University, South Korea Prof. Gil H Park assessed that online or information technology-based economic activities will play a more important role in post-COVID-19 conditions. According to him, this pandemic is not just a threat but an opportunity for the service sector to be more able to adapt and transform in the economic sector, and the government needs to help more business activities and the information technology-based economy.

The number of sectors in the online business makes business people who want to invest need to guess what online businesses are getting for in the era of COVID-19.

Amid the spread of the COVID-19 pandemic, employers can play an important role in minimizing negative consequences for working families, as stated by UNICEF and ILO. UNICEF and ILO urge employers to consider the impact of their business decisions on

working families - and to support government efforts to extend social protection wherever possible. This is particularly relevant in Indonesia, given the absence of benefits for the unemployed and for most people working in the informal sector.

The entrepreneur and founder of the Bahaso startup platform, Tyovan Ari Widagdo, assesses that there are several startup business sectors that have the opportunity to be popular and profitable in the current pandemic era, such as e-commerce, edutech and health. According to him, there is a significant business sector where health platforms such as Halodoc have become popular because they help the public who only want health consultations and diagnoses online.

III. METHOD

The literature study conducted by the author is to find various written sources, both archives, articles and journals, as well as documents that are relevant to the problem under study. So that the information obtained from this literature study is used as a reference to find out existing arguments.

This literature study is carried out by researchers to determine the research topic and determine the formulation of the problem, before going to the field to collect the necessary data.

IV. DISCUSS

Grow And Strengthen The Entrepreneurial Spirit

Stephen Warnham said, 30% of young people want to start their own business. In fact, according to the Ministry of UKM Cooperatives, the ratio of Indonesian entrepreneurs is only 3.1% of the total population. The difference is far compared to Malaysia (6%) or Singapore (7%).

One way that is considered quite effective is to grow and strengthen the entrepreneurial spirit (entrepreneurship), especially among millennials. It is hoped that with the strengthening of entrepreneurial thoughts and actions that are increasingly massive, people can live independently and survive despite difficult situations like today. Entrepreneurship has a positive impact on an economy and society, one of the most important impacts of entrepreneurship is the provision of jobs. Innovation is the second reason that has a positive impact on economic strength and society in the midst of the discourse of the "new normal era". Innovation is concerned with the process of creating something new and helping individuals to work more effectively and efficiently.

It only takes courage to discover, develop, and contribute intelligence. Because each of us is given the same opportunity by God to be able to develop and exploit the potential that exists within us for the benefit of this life. This is our worship for other people, society and the world. There is no reason for not having capital, not having sufficient funds, not having the ability, and so on.

An entrepreneur will have the drive and mindset from within that must be different in responding to conditions like today. For someone who has an entrepreneurial spirit, whatever the conditions may be, it will not make him confused and linger in uncertainty. Immediately his initiative and creativity took effect and led to new innovations in finding new solutions that were in accordance with the conditions around him so that they could contribute to society.

The occurrence of crises in our lives is not an obstacle and an obstacle to being creative. By changing the way we respond, new initiatives and creativity will certainly emerge that result in innovations for the benefit of this life. Covid and the crisis can be an opportunity for the emergence and growth of an entrepreneurial spirit within us. Reduced income, lost income, etc., are not the end. Because we still have our God-given capital.

Humans begin to think maybe now is the time to get out of their comfort zone and act creatively to meet needs. Then new creativities and entrepreneurship emerged.

Therefore, for most people, the economy is currently in a difficult state. But for someone who has an entrepreneurial spirit, those with a mind open enough to grasp whatever is around him, this moment is full of economic potential.

IV. CONCLUSION

The corona pandemic that has not only hit Indonesia but also almost all parts of the world has made all countries experience an economic downturn, one of the activities that can help the economy get better again for a country is entrepreneurship which is done by great people called entrepreneurs why it is arguably great because at Even when conditions are unpredictable like this, they can come up with new ideas that are relevant to the current situation in the business world and keep their business running amidst many other businesses that have to go out of business or fire their employees. The role of entrepreneurship for a country is very important. It cannot be denied, one of which is that it can open up jobs for the community because it is very influential, therefore the importance of government support is also to help aspiring entrepreneurs to develop their business.

And from that of course what is expected is that it can reduce the existing unemployment rate and increase the standard of living of the Indonesian people so that the poverty rate can also decrease. Because as we all know that Indonesia is a very rich country with a wide variety of cultures and its natural wealth.

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ENHANCE THE GROWTH OF TRADITIONAL JAMU PRODUCTS WITH DIGITAL MARKETING

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Abstract. The purpose of this research is to improve and explore deeper about digital marketing in order to enhance the growth of micro, small and medium traditional jamu industry. The number of micro, small and medium enterprises (MSME) of traditional medicine was increased from 626 in 2017 to 672 in 2019. The potential of traditional medicine in Indonesia is substantial as Indonesia is the second largest biodiversity country in the world. Jamu as traditional medicine can be seen as functional drink. Jamu has been an indigenous medicine in Indonesia, usually prepared from herbal materials such as leaves, bark, roots and flowers. It has become an important symbol of national identity; much of its appeal lies in its association with Indonesian 'tradition'. Unfortunately, the market for jamu is still low, thus hindering the growth of this particular industry. This happens because the consumers nowadays think that jamu is an old-fashioned drink, taste bitter and has an unpleasant flavor. Luckily the evolution of technology takes effects on the community to support many business activities, moreover through spreading information. The direct effect that can be noticed and giving a big impact for the selling volume and profit for micro, small and medium enterprises is through digital marketing. Digital marketing uses the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. This type of marketing can be seen as the best way to promote and significantly increase the monthly profit. Not only implementing digital marketing for micro, small and medium jamu enterprises will increase the number of selling volume and monthly profit, but it also can widen the market for traditional jamu by rising the awareness of the benefit of drinking jamu as functional drink as well.

Keywords: Jamu, Digital Marketing, MSME, Social Media, Functional Drink

I. INTRODUCTION

As people's awareness of the importance of having a healthy lifestyle, the demand of food is also shifting. Now days, not only the nutritional composition, appearance, and flavor that considered important but also the physiological function of the food for the human body. Fortunately, Indonesia have plentiful of different local foods that have beneficial side effect for the health. This type of food considered as functional food.

Functional food can be described as a part of everyday diet and is demonstrated to offer health benefits and to reduce the risk of chronic disease beyond the widely accepted nutritional effects.^[1] It also can be described as food that naturally or processed, contains one or more compounds based on scientific research considered has psychological functions for health benefits. Food that categorized as functional food must be able consumed properly like regular food and beverages with the sensory characteristic like appearance, color, texture and flavor acceptable by the consumers and didn't have the contradiction effect to the other nutrition substance's metabolism.^[2]

With the characteristic of the functional food, spices and medical plants can be classified as functional food. This also applies to traditional jamu. The tradition of consuming medical plants or spices in the form of traditional jamu have been known widely and recognized by the Indonesians.

Jamu is the cultural heritage of Indonesia which already used from generation to generation. The potential of traditional medicine in Indonesia is substantial as Indonesia is the second largest biodiversity country in the world. The production of traditional jamu now-days have been done throughout the factory, or as individual business; including pick-a-back jamu. Jamu have been known in many different shapes like capsule, tablet, liquid, pills and chopped spices ready to brew.^[3]

From the economic matters, jamu industry have big contribution for the national income, improvement of welfare and provide field of work. 99% of the raw materials used for making jamu available domestically and considered capable on bringing significant multiplier effect for the national economic growth form the farm to industries and merchants.^[4]

However, the growth of the jamu industries also facing many obstacles such as quality safety, scientific guarantee, lack of trust level on consuming jamu and traditional medicine compared to chemical medicine. The market for jamu is still low, thus hindering the growth of this industry. This happens because the consumers nowadays think that jamu is an old-fashioned drink, taste bitter and has an unpleasant flavor.^[5]

The number of jamu industries in Indonesia have reached 1.247 traditional medicine industries which 129 of it are large company and the rest are micro, small, and medium enterprises (MSME). Noticing this potential, it is better if the MSME in jamu industry have the high skill in

entrepreneurial orientation. This will help the MSME in jamu industry to gain high level of performance because they can deal with dynamic environment.^[6]

On the other side, jamu industry also facing the challenge to upgrade their strategy on raising Indonesian's brand awareness of jamu. All of the effort that micro, small, and medium enterprises are doing, especially in jamu industry won't work out without the support from the people and the government of Indonesia.

Marketing is one of the key roles to rise the selling volume and profit for small and medium jamu enterprises. With the rapid growth of technology, digital marketing is a new term in marketing world. Digital marketing uses the component of marketing that utilizes the internet and online based technologies such as desktop computer, mobile phones and other digital media and platforms to promote their products and services. In my opinion, digital marketing is one of the solutions to help these small and medium jamu enterprises get through these challenges. Digital marketing also can help widen the market for traditional jamu by rising the awareness of drinking jamu as functional drink as well as Indonesian heritage.

II. BASIC THEORY

A. *Traditional Jamu*

The existence of traditional jamu is familiar among Indonesians. Traditional jamu is a traditional medicine made from mixed of herbs and plants. In the old days, our ancestors consume jamu to maintain their health nor help to cure illness, therefore jamu can be described as Indonesian ancestor's inheritance. But as the time goes by and as the evolve of technology, civilization and the number of populations, the consumption of traditional jamu decreasing because people choose chemical medicine that more practical compared with traditional jamu.^[7]

The availability of raw materials to produce traditional jamu in Indonesia sufficiently abundant. The Indonesian Academy of Sciences' research shown that Indonesia has more than 30.000 species of medical plants out of 40.000 species in the world. Although Indonesia have been only utilized approximately 180 species for the medical purposes. This fact indicated that raw materials for jamu industry doesn't rely on importing from other country.

B. *Micro, Small, and Medium Enterprises*

According to the World Bank, Micro, Small and Medium Enterprises (MSMEs) are defined as follows—micro enterprises: 1-9 employees; small: 10-49 employees; and medium 50-249 employees. However, the local definition of MSMEs vary from country to country, and is based not only on number of employees, but also by inclusion of other variables such as turnaround and assets.^[8]

In Indonesia, Micro, Small, and Medium Enterprises defined as a form of productive economic endeavours done by individual or individual business that meet the criteria of MSMEs.

When the economic crisis hit the world from 1997 to 1998, only MSMEs who were able to stand firmly.

Database from Central Bureau of Statistic released the post state of economic crisis that the number of MSMEs had not reduced, it actually increasing. MSMEs even able to gain 85 million up to 107 million of employees until 2012. At that year, the number of entrepreneurs in Indonesia are 56,539,560 units. From that number, 56,534,592 units are MSMEs. The rest of it, or 4,968 units are big company. The phenomenon explains that MSMEs are productive economic endeavours to develop in order to support macro and micro economic growth of Indonesia.

C. *Digital Marketing*

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also, they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio.^[9]

With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force. The primary advantages of social media marketing is reducing costs and enhancing the reach. The cost of a social media platform is typically lower than other marketing platforms such as face-to-face sales or sales with a help of middlemen or distributors. In addition, social media marketing allows firms to reach customers that may not be accessible due to temporal and locational limitations of existing distribution channels. Generally, main advantage of social media is that it can enable companies to increase reach and reduce costs.

Social media marketing involves “encouraging customer communications on company's own website or through its social presence”. Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to “marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles”.

Digital marketing seen as one of the best and effective way to promote one's business. It can also increase

selling volume and monthly profit significantly.^[10] Since this kind of marketing uses technology and social media, it can widen the jamu market and increase the awareness of the benefit of drinking jamu as functional drink.

III. DISCUSSION

A. Research Project

It is undeniable that Jamu's popularity are decreased because the lack of further research about its benefits, thus making consumer not fully believe the benefits that Jamu offers. Although there are many researches about the benefits from each ingredient of jamu, when those ingredients are combined and processed together, there must be a loss of benefits or vice versa.

To overcome this issue, the government and other institute especially educational institute have to more active on doing the further research of the benefits of consuming traditional jamu. By increasing the number of researches for jamu, jamu itself can be developed and interesting diversification products can be made. This new innovation can increase the jamu market and increase the selling volume of traditional jamu. If this happened, MSMEs on tradisional jamu industry can thriving. This also can help giving scientific assurance to the consumers.

B. Counselling Program

While we're entering the global and digitalized era, but there are possibilities that many people, especially the MSMEs jamu owner still not understand how to utilize digital marketing. Therefore, the counseling program is made to introduce digital marketing to the traditional jamu MSMEs. The approach of the counselors has to be done with the right way. That's why this program is appropriate to collaborate with local traditional jamu MSMEs community.

C. Training Program

After the counseling program and familiar with digital marketing, the next stage is having the knowledge on how to use and utilize digital marketing on traditional jamu business. Supporting equipment have to be prepared and the right strategy need to be applied to reach the main goals; increasing the selling volume and widen the traditional jamu market. In order to do this program, digital marketing agencies needed to run this Training Program for the traditional jamu MSMEs.

D. Assistance Program

Next program after training is assistance program. This program made to assist the traditional jamu MSMEs on implement their knowledge about digital marketing. The program can be done up to 3 or 4 months so the traditional jamu MSMEs can manage their business with digital marketing correctly

IV. CONCLUSIONS

Jamu is the cultural heritage of Indonesia which already used fromm generation to generation. The potential of traditional medicine in Indonesia is

substantial as Indonesia is the second largest biodiversity country in the world. However, the growth of the jamu industries also facing many obstacles such as quality safety, scientific guarantee, lack of trust level on consuming jamu and traditional medicine compared to chemical medicine. This happens because the consumers nowadays think that jamu is an old-fashioned drink, taste bitter and has an unpleasant flavor.

Digital marketing uses the component of marketing that utilizes the internet and online based technologies such as desktop computer, mobile phones and other digital media and platforms to promote their products and services. In my opinion, digital marketing is one of the solutions to help these small and medium jamu enterprises get through these challenges. Digital marketing also can help widen the market for traditional jamu by rising the awareness of drinking jamu as functional drink as well as Indonesian heritage.

In order to implement digital marketing on traditional jamu micro, small, and medium enterprises, strategies can be applied is through research project, counselling program, training program and assistance program for the traditional jamu MSMEs.

The research project made for giving scientific assurance to the consumers, counselling program made to introduce digital marketing to the traditional jamu MSMEs, training program made to train the traditional jamu MSMEs on how to use and implement digital marketing on their traditional jamu business, and assistance program made to assist the traditional jamu MSMEs on using digital marketing after the training program.

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DEVELOPMENT SEBLAK PRODUCT BASED ON LOCAL WISDOM TO GAIN THE ASEAN MARKET

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Abstract. Globalization has changed the order of the international system so as to expand the order of the international system from political security to economic and socio-cultural. The case is ASEAN, which is now incessantly starting a free market from the impact of globalization and also liberalization, namely the ASEAN Economic Community which began in 2015. The aim of the Asean Economic Community was formed to increase economic equity in the ASEAN region and facilitate goods free of non-tariff. However, a threat to Indonesia is the lack of human resources and economic capability that also threatens the sector local products including culinary delights that are less competitive with imported products in abroad. The research method applied by the author is a qualitative method with data collection techniques with literature studies, namely secondary data types. The results of the analysis are that from the 2015 AEC, the factors of Indonesian culinary that are less competitive are the lack of promotion and the potential *nation branding* is as true as the current trend with international taste but by maintaining local wisdom of seblak taste and presentation method so it able to gain the ASEAN Market potentially.

Keywords: Globalization; ASEAN; AEC; Seblak; Local Wisdom

I. INTRODUCTION

Globalization affect on broadening of the International system. Despite the beginning and the developing the new regionalism such as: ASEAN which actually established in 1967 during the cold war era [1]. My assumption ASEAN is should be as the old regionalism because it established to defend the communism occurred in South East Asia in particular in Indo-China during Vietnam War. And also during their ideology's competition towards the third countries constructed the countries of South East Asian foreign policy to gain the bandwagoning towards US or Soviet national interest. However, since the cold war ended in 1991, the concept of ASEAN was not only but also have the gain the concept of ASEAN regionalism with establish the economic and the socio-cultural as like the 3 pillars of ASEAN (ASEAN Political-Security Community, ASEAN Economic Community, and ASEAN Socio-Cultural Community) and also the ASEAN Economic Community (ASEAN / ASEAN Economic Community) in 2015 [2] - [4] Thus, the globalization is making the aspect of the international system not only state centric, but State and People have the collaboration by the interdependencies each other with no boundaries as the broadening of ASEAN since the globalization had begun.

AEC itself aims to create a free market and a single ASEAN market. in addition, AEC conducted in 2015 rated indeed have a positive impact among others facilitate the bureaucracy and various economic barriers that impede the economic equality and decrease the effort protectionism in trade policy between countries in ASEANregion, facilitate the investors to conduct Foreign Direct Investment (FDI), and minimize economic inequality or economic gap between

countries in the ASEAN region including non-tariff barriers in the form of export-import goods from commodities between countries in ASEAN [5], [6].

Thus, the AEC is from the impact of globalization on Indonesia's new neighborhood concept which has the largest market in the ASEAN region with the largest population, so that investors can invest and also commodity products or nation branding like food. For example, Thai rice has become a source of imported rice which has been increasingly encouraged since MEA 2015, the reason is apart from the implementation of the free and single market from MEA 2015 and also as one of food security and food stability according to Minister of Trade Enggastrianto Lukita [7].

Indeed, this is one of the impacts of globalization where the country's needs from a country's sense of interdependence are getting stronger and from the role of the economy as one of the bargaining positions so that liberalization in trade, especially in the ASEAN region, is getting more massive. However, the problems faced by Indonesia are in the challenges of the AEC itself, where the challenge is that Indonesia is not ready to face the AEC, such as from uneven and adequate human resources, economic capabilities that are still not evenly distributed on a micro level such as Micro, Small, and Medium Enterprises (MSMEs)/Unit Mikro Kecil dan Menengah (in particular and also goods. such imports encourage patterns of Indonesian society increasingly consumerist and dependent on imports, thus resulting in competition between goods imported vs. Localled, result goods imported into superior local goods because prices are cheaper and affordable than goods shop l [5], [8]. In addition, related to the article that

the author takes issue is from gastronomy or local food as one of the nation branding of a country and also as one of the power of a country. Indonesia is one of the countries that has cultural diversity, especially in local food which is one of the characteristics of the food of other countries. Apart from that, tourism includes food [9].

Simultaneously with the AEC judgments. It is a challenge and also a threat to local food Indonesia itself, since the challenge was Indonesia be received p money to facilitate the promotion of local food to countries in the ASEAN region easily with the foreign policy of Indonesia's free and active, this is also called In terms of gastrodiplomacy, how is the role of the state and the community working together in conducting food diplomacy or what is called food diplomacy to increase the national interests of the country, especially Indonesia, which is known for its recognized culinary diversity in the world. However, the threat is that the large number of food products from outside to Indonesia will become a threat to local Indonesian food products which results in the difficulty of local Indonesian food in the ASEAN market [10].

Thus, the local food that the writer will analyze is seblak. The reason the authors analyses seblak as one of the objects of analysis is because Seblak is one of the trending foods, especially among teenagers, Seblak which is a traditional snack food typical of the Bandung, West Java area made from wet crackers sautéed with eggs and other spices. . The relationship with the ASEAN Market in the MEA is that the author wants to see how the efforts of the role of MSMEs are not only in the Bandung area, but also Small, Medium Enterprises (SMEs) in Indonesia which have innovations in developing the idea of maintaining local wisdom as originally from its taste and texture but with a distinctive international taste, adjusting from the impact of globalization and also as an arena to easily reach the ASEAN

	Country A	Country B
Rice	10 units / labors	8 units / labors
Wheat	6 units / labors	14 units / labors

market .

II. THEORETICAL FRAMEWORK

The theoretical framework that the author will take is based on the theory of entrepreneurship, absolute excellence and local wisdom.

1) Entrepreneurship

Entrepreneurship is the translation of *kewirausahaan* in Indonesian. Entrepreneurship when analyzed in real terms, is to study how the entrepreneurial spirit pattern attached to a person in doing business. However, substantially, entrepreneurship is one of the ways in which humans manage or organize themselves which is based on creativity and innovation. The definition of

entrepreneurship actually has different views from various experts. Based on the book about 'Introduction to Entrepreneurship: Academic Engineering Brings Entrepreneurship' written by Rusydi Ananda, M.Pd and Dr. Tien Rafida, M. Hum. Frank Knight explained that entrepreneurs are used to carry out basic managerial functions such as direction and supervision. Schumpeter says that entrepreneurs are people who break the term existing economy with introduces new goods and services. Furthermore, Hisrich and Peter explained from a different view from the previous definition of entrepreneurship from an economic perspective. They explain entrepreneurs with approaches to time and activities accompanied by social, physical and financial capital and risks and receive monetary rewards. Thus Hisrich and Peter explain four basic aspects of entrepreneurship, including:

1. Entrepreneurship involves the process of creating something else or something new. Creation has value both for entrepreneurs and for consumers.
2. Entrepreneurship values the time and effort they put into creating something new.
3. Entrepreneurship has certain risks.
4. Entrepreneurship involves rewarding the entrepreneur [11].

2) Absolute Advantages Theory

Absolute or absolute Advantages theory (*Teori Keunggulan Absolut/Mutlak*) is a theory developed by Adam Smith in international trade. This theory simply explains that country A is superior in production goods, for example, rice with a lot of labor and cheap production compared to country B which produces rice but is superior in wheat. This means that Smith explained that a country will increase in wealth if it is in line with the increased skills and efficiency of the involvement of workers and residents in the country in the production process. A country is said to have an absolute advantage when that country specializes in producing commodities with other countries [12].

For more details, it will be explained in the form of a table below:

Thus, it can be seen that country A has absolute superiority in rice production and country B is absolute superior in wheat production. So there is a beneficial interaction if country A exports rice to country B and imports wheat from country B. On the other hand country B exports wheat to country A and imports rice from country A.

3) Local Wisdom

Theory local wisdom is divided into two terms which showed that the values or the idea hanuya apply and will bring benefits to people in environment where they berinter a k si. As described in social construction based on the norms and conditions of community behavior patterns so that it becomes one habit that becomes a moral order masyarakat a t in any other country [4]. Furthermore,

Indonesia, known as a culture called the culture or diversity of the archipelago as ones of local wisdom Indonesia. It was described by Meliono in his article "Understanding the archipelago Thought and Local Wisdom as an Aspect of Indonesian Education" suggests that local knowledge in Indonesia is a form of expression of the tribes in Indonesia, where people do activities and behave in accordance with the ideas that ultimately produce certain works. The beautiful Borobudur and Prambanan temples, the Subak irrigation system in Balinese rice fields, and batik, a world-renowned cultural heritage. These examples show that there are ideas and activities that underlie the making of elegant and majestic artifacts and other forms of ethnic products in Indonesia. It also shows that local knowledge of the depth of Indonesian culture is a compilation of tribal cultures - tribal, a process that express the life of goodness through learning pratises [13].

From the results of this theoretical framework, the author assumes that Indonesia, which is one of the countries that maintains *local wisdom* from plural and archipelagic values of art, food, and also culture such as traditional clothes and dances, is one of Indonesia's *nation branding* as a *power*. to face the free market and the single of globalization and market liberalization in the ASEAN Economic Community 2015 became threat of Indonesian food are less massive performed export such culinary example a Cultural Culinary Festival in Southeast Asia and also fax tor of many consumers from abroad who do not like spicy food. So that the food that is being incessant and currently trending is seblak which is becoming a trend food by young Indonesians and encourages MSMEs to promote these foods with international taste textures that condition international-style food but maintain local wisdom as true as it is in terms of method. the presentation and also the kooditi ingredients themselves, namely crackers. In addition, crackers are a form of absolute excellence in Indonesia, which is that this food only exists in Indonesia with cheap and affordable costs and labor but becomes food with high production costs when exported abroad because this food is rare and new.

III. RESEARCH METHODS

The research method that will be used by the authors is a qualitative research method and data collection techniques with a literature study of various references, namely books, journals, and Valid and relevant Internet website. So that the type of data taken by the author is the type of secondary data that looks at the data written by the previous author.

IV. DISCUSSION RESULTS

1. Indonesian culinary exports and Indonesian culinary factors are difficult to compete

Before explaining in detail from seblak, the author opens an outline of the role of Indonesian culinary delights from various foods to foreign countries. Indonesia is a country with the famous cultural diversity also culinary variety . Not only Indonesians who like it, but also the international community and even globally recognize and know Indonesian food, especially Rendang, which is the most delicious food in the CNN version of the world, namely Rendang. In addition, the various roles of the Indonesian government have also carried out Indonesian gastrodiplomacy efforts by means of the Indonesian Ministry of Trade's export of Indonesian culinary delights, the efforts of the Ministry of Trade are among others the first way, facilitating the Indonesian diaspora to synergize the spirit of entrepreneurship in forming MSMEs as consolidators. and also promote the role of *customs broker* or defined as *pialang kebecukiaan* to provide convenience to foreign culinary Indonesian product to enter the overseas markets including ASEAN. Second, pushing hard for the efforts of nutmeg actors or actors from MSMEs for culinary midwives to export rendang to Holland [10], [14], [15].

But once again many culinary experts and political observers say that even though Indonesian culinary has been widely recognized by the international community with the CNN survey and also UNESCO has determined rendang as the most delicious food as well as world heritage sites as authentic Indonesian food, it has still not been thoroughly listened to. international world and even still unable to compete with other culinary delights such as Thai cuisine known as *Tom Yum* , Vietnam which is known as *Pho* (a type of ramen) if in the ASEAN region there is no longer a global sphere like South Korea with *tte o kbokki*, *kimbap*, China with *dim sum* , *chow mein* , and Japanese like *sushi* and *ramen* . It also says from Bondan Winarno as Indonesian culinary expert said that although indeed Indonesia in kulinernya more diverse because it consists of the cultural diversity is heterogeneous than Thailand, but in terms of synergy and cohesion between government, the private sector of culinary lovers culinary and SMEs also mutual synergy and the way in promoting its culinary on the international market even though ASEAN [10, p. 13].

In addition, other factors that make it difficult for Indonesian culinary to compete abroad, including ASEAN, include:

- 1) The majority of Indonesian culinary delights are spicy.

Taste is a factor in determining taste to attract culinary enthusiasts, especially for tourists and also the global community to increase markets both in the ASEAN region and internationally. However, it should be noted that

Indonesian culinary is internationally recognized which will be rich in herbs or spices, but the weakness is that the global community does not like spicy food. This is the case in Bratislava, Slovakia, which prefers a sweet taste of culinary and doesn't like spicy food so that she is afraid to taste spicy kulier. [16].

2) Indonesian culinary products that tend to be plump

In promoting Indonesian culinary to abroad, language certainly be important and it easier to global society to recognize Indonesian culinary. That is Indonesian in Indonesian culinary abroad are also adjusting to a foreign language, especially a English is a global language. But factor it is food or Indonesian Culinary which tend translates to discuss a stranger. As explained by the Minister of Commerce, Muhammad Lutfi based on data from news out n 2014, describes that *Masuk Angin* may not be changed to "In the wind" because of colds disease is also not exist in abroad particularly in ASEAN [17].

3) Prices are not competitive and the Indonesian community is lacking in the international world.

As explained from the Vice Chairman of the *Asosiasi Pengusaha Indonesia (Apindo)* Shinta W. Kamdani that the influence of Trade war between United States (US) and China's influence on impede the productivity of non-oil exports of Indonesia, namely on food or culinary so that the price is not competitive. In addition, the low competitiveness of Indonesian products and the lack of the Indonesian Diaspora community as well as Indonesia's Chinatown also affect the difficulty of competing in global markets including ASEAN [18], [19].

2. Seblak and the efforts of Seblak MSMEs and the Government in welcoming the domestic economy and global market (ASEAN)

The previous point explains how Indonesian culinary exports by the Indonesian government and also from MSMEs can compete in the global market as well as ASEAN, but there are still factors that Indonesian culinary has difficulty competing as previously explained on three points. At this point, we will explain how seblak is a local food or culinary that represents the local wisdom of the people of the archipelago, especially the Sundanese people who are rich in taste, namely kencur as one of the main spices in cooking. However, along with the times, the main raw material of seblak, namely crackers, remains one of the local foods that are still favored by the Indonesian people. Even along with globalization and free market liberalization, it encourages MSMEs to make a modern style from taste and also from packaging, but with low cost and work capacity, it generates huge profits and has the potential to become *nation branding* in global markets including ASEAN.

1) The Origin of Seblak

Seblak which is a food that is trending by young people and even parents in Indonesia. However, it should be noted that Seblak has actually existed since the 2000s, but in its historical roots, Seblak originated from the South Cianjur area in the 1940s during the colonial period. By the poor. Actually, in the Sumpiuh area, Banyumas, Central Java, the people call them *kerupuk godog*/Stemmed Cracker. However, the more famous ones are Seblak, which comes from Sundanese, namely Bandung and South Cianjur [20], [21].

2) The combination of local wisdom and international taste in Seblak

Since seblak it has become a culinary delicacy that has become recognized by all of Indonesia, not only in the Sunda region (West Java). Lots of MSMEs have established selak, especially young people who are successful in entrepreneurship with a modern style such as the one that is well-known and can be found in every minimarket, namely *Seblak Mommy*, who was founded in 2012 by Lofty Rainindi, a graduate of the Bandung Islamic University Student/*Universitas Islam Bandung (UNISBA)* with modern-style packaging such as instant cup noodle packs, it is replaced with the main menu, namely instant seblak by brewing it with hot water [22].

Local wisdom can be seen from the authenticity of seblak of traditional seasonings like kencur but with a modern presentation methods that can be of interest for global society, seblak tasting with a simple and spicy dose can be customized for each person. Apart from that, the Bandung café, Marlo Kitchen, introduces seblak with a blend of international flavors such as tenderloin seblak, sundanese flavor but with international class. Not only that, there are other menus from seblak international taste, namely pizza seblak, sushi seblak, and also spaghetti seblak. As such, please note that as described in the previous point that people overseas are afraid of spicy food have become alternati f by adjusting the tongue internationally and has become one of the efforts that seblak become one of the efforts of *nation branding* as seblak one hawker most easy to make premises production labor and cost its cheap but sold at a high price, especially crackers that come into one's vision right foods solely owned by the Indonesian foreign sounding by global society, making it the taste desires of knowledge and can attract enthusiasts community globally mainly ASEAN in facing AEC 2015 [23]. This was explained in the turnover generated by Seblak Mommy up to Rp. 350 million per month. It is indeed simple in cracker processing with affordable labor but yields multiple times profit [22]. In addition, the efforts of Indonesian MSME actors abroad have introduced seblak to other countries such as New York [24].

V. CONCLUSION

Globalization has opened opportunities new regionalism particularly ASEAN, in which previously inclined on security policy issues into economic and socio-cultural with the role of the community becomes part of the interaction of the ASEAN region. It also as 2015 in the beginning AEC or called MEA eases opportunities for Indonesia in conducting a free market throughout the Southeast Asian region in particular non-tariff barriers. But the threat is Indonesia are not ready to face the MEA because of the lack of adequate human resources and economic capabilities that micro established primarily economic equality. It also threatens the sector of business eroded by imported goods. Culinary Indonesia which is also a threat of MEA also resulted so lit compete with culinary prosuk other countries both in the ASEAN region and globally. So, by way of culinary export efforts of the Ministry of Trade and also the role of the Indonesian diaspora in abroad with entrepreneurial spirit of Indonesian diaspora on developing SMEs Indonesia. Seblak, which is also a local food that is currently a trend, now has many roles of MSMEs in Indonesia which are invading international tastes but still maintaining local wisdom from taste and also the way of presenting it. Although the results of the data and also the analysis of the author do not have much literature on the impact on the ASEAN market because seblak is a new food trend in the current decade, the author assumes that there are many international tastes and also from the evidence of seblak in New York gives opportunity for Indonesia that Seblak can be used as *nation branding* in the export of non-oil culinary as to the ASEAN market and global also remember losing competitiveness with other culinary Indonesia is brother a lah sale. Then it is indeed necessary to the promotion of the role of government to SMEs and Indonesian people to love the local prouk to be one of *the power* so that the global community is getting to know and famous that Indonesia is known for its cultural diversity.

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JAMU BERAS KENCUR AS A BUSSINESS OPPORTUNITIES IN SOUTH EAST ASIA

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Abstract. Indonesia is one of the largest countries in Asia producing spices, with Indonesia's abundant wealth, spices being one of the highlight commodities in the world. Spices become one of the ingredients that have many properties as well as benefits for health. Turmeric, temulawak, rice kencur, ginger are a type of spice used in the manufacture of herbs. Jamu is one of the local drinks from Indonesia that has been a cultural heritage since centuries ago. Herbal medicine is one of the drinks that acts as a traditional medicine that provides many properties for people. Long before the discovery of medicines, Indonesians made various herbs from various spices for the maintenance of health, prevention and treatment of various types of diseases. Looking at the current modernization era the use of herbal medicine as a drug has been ruled out by the absence of drugs made from chemicals. Therefore, herbal herbs that are the cultural heritage of Indonesia need to be introduced to the main world of the Asian continent as a nutritious herb one of them is kencur rice herbal milk with the addition of this article will be discussed about herbal, the origin of herbal herbs, the making of kencur rice herbs and how to develop a business strategy for kencur rice products.

Keywords: jamu, beras kencur, business strategy

I. INTRODUCTION

Medicinal plants are plants that contain ingredients that can be used as a treatment and the active ingredient can be used as synthetic medicinal ingredients, in Indonesia itself medicinal plants are made for herbal medicines, cosmetics, and also herbal medicines. The term jamu began from the 15th-16th century AD which is expressed in primbon in Kartasuro. The complete description of jamu is found in centini fibers written by Kanjeng Gusti Adipati Anom Mangkunegoro III in 1810-1823. In 1850 R. Atmosupana II wrote about 1734 herbal potions. Herbal medicine comes from two ancient Javanese words namely djampi which means healing and oesodo which means health in other words, herbal medicine means prayer or medicine to improve health. Indonesian society since mataram kingdom until now still uses herbal medicine as a traditional medicine, at that time who played a role in the manufacture of herbs is female while, men looking for natural herbs, this fact is reinforced by the discovery of artifacts-artefak *Cobek and Ulekan* -mashed tools to make herbs. The artifact can be seen at liyangan archaeological site located on the slopes of Mount Sindoro, Central Java. In addition to *cobek and ulekan* artifacts, other evidences such as jamu making tools are found in Yogyakarta and Surakarta, precisely at Borobudur Temple in karmawipangga relief, Prambanan Temple, Brambang Temple, and several other locations. It is said that in ancient times, the health secrets and power of the swords men and royal officials came from the training and assistance of herbal herbs.

The use of jamu has lasted hundreds or even thousands of years since the Hindu-Javanese period. The relief of Borobudur temple made in the Hindu-Buddhist Kingdom in 772 AD describes the habit of brewing and drinking jamu to maintain health. Another historical evidence is the discovery of madhawapura inscriptions from hindu-Majapahit kingdom relics that call the

profession of "artisan jamu" called Acaraki. After getting to know the writing culture, the historical evidence about the use of jamu is stronger with the discovery of USADA lontar in Bali written in ancient Javanese. However, during this time, jamu was still used by limited people. Until the end, many botanists published writings on the variety and benefits of plants for treatment. Thus, the jamu, which used to belong only to the limited community, can be enjoyed by all walks of life. Later, household-made jamu began to develop into the jamu industry in early 1900. Thus jamu became very popular in Indonesia, such as milk for western society.

One type of jamu whose existence still exists today is jamu beras kencur, jamu beras kencur is a jamu made from a mixture of rice and kencur plants. Kencur plant itself has a wide range of health benefits namely treatment for throat medicine, itching medicine, flatulence, as well as appetite enhancer, kencur is not only used as traditional medicine, but also used for various industries such as cosmetic industry and food or beverage industry.

Beras Kencur is one of the good drinks for health that is favored from various circles, ranging from children to the elderly because of its sweet and warm taste. In addition to its good taste, this kencur rice herbal medicine has a variety of properties ranging from painkillers, nausea relief and cough relief, with the good efficacy of this kencur rice can be a substitute for chemical drugs.

Indonesia has become one in Southeast Asia that already uses Jamu for treatment because it has been proven by its efficacy, research shows that 49.53% of Indonesians use jamu both for health and for treatment (Jurnal Unair) sees the figure that almost half of the Indonesian population enjoys jamu in the absence of this medicine can be a business opportunity that can be developed not only in Indonesia but in Southeast Asia. Kencur rice which is one of the types of banquets that are so enjoyed by Indonesians can be developed into industrial-scale beverage products

that can be marketed widely to neighboring Indonesia. This article will discuss how jamu beras kencur is made, packaged, and marketed in order to be a great business opportunity for the jamu industry.

II. DISCUSS

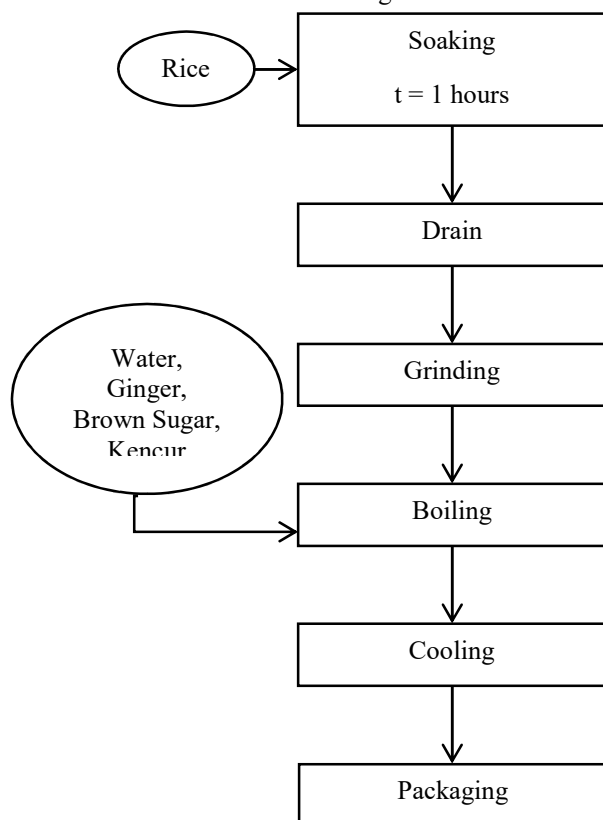
A. Kencur Rice Jamu Making Method

Jamu rice kencur is one of the traditional drinks that uses the main ingredients of rice and kencur (*Kaempferia galanga*). The characteristic feature of this jamu is that it has a strong aroma as well as a slightly spicy flavor. Here is a method in the manufacture of rice jamu kencur.

Tools : - Plastic Containers
- Stove
- Spatula
- Pan

Ingredients : - Rice
- Kencur
- Ginger
- Brown Sugar
- Water

Process Flow Diagram



B. Business Strategy and Marketing of Kencur Rice Jamu Products

A business strategy is an entrepreneur or company's efforts to take policies and guidelines that are committed and actions that are integrated and designed to build excellence in business competition to meet and achieve business goals.

Business strategy is one of the most important things in running a business, with increasing strategic competition in the business being critical to sustainable business planning and development. There are 5 important reasons

why a business strategy is needed to grow the business as a platform to achieve business goals, see the strengths and weaknesses of a businessman so that businesspeople can take advantage of what he or she controls and eliminate or find ways to cover shortcomings, streamline and streamline existing resources, harness the power of the business and use it as a competitive advantage to position the brand properly, and control business activities.

In running a food products business, a marketing strategy is needed so that the product can be widely marketed not only in one area but, can spread globally. According to William J. Stanton, marketing is the overall system of various business or business activities aimed at planning, determining the price of goods or services, promoting them, distributing them, and being able to satisfy consumers.

Jamu beras kencur is one of the functional food products that is a traditional drink that has health value and has many benefits, along with the development of today herbal medicine has been sidelined with modern medicines. To increase the use of rice jamu kencur can be made into a health drink that can be directly drunk by consumers.

There are several important points in marketing a product, namely product strategy, pricing strategy, distribution strategy, and promotional strategy. The product strategy that can be done is to know and identify how the product is made judging by the use and selection of tools, raw materials, and flow charts of the product manufacturing process, after identifying the product continued with pricing, the price is determined by looking at the capital issued and adjusted to the market, then when the price has been set continues by choosing how to distribute the product to get to the hands of the consumer and finally set a promotional strategy to offer to consumers to be interested in buying the product.

Instant kencur rice jamu products can be quite a business opportunity because it becomes a product that is easy for consumers to obtain to meet the needs in health, this product can be sold widely from regions to outside Indonesia. There are several things that can attract consumers to buy kencur rice jamu products, namely in the manufacture of this product needs to be produced products that have a long shelf capacity to increase it can be modified in the manufacturing process by taking into account hygiene so as not to be physically polluted, chemically, or biologically, then carried out packaging with packaging that can keep the product safe and packaging attractive. The most important thing is how we promote our products to the market, promotions can be done directly or indirectly, in a direct way that we as a seller communicate directly and persuasively with consumers and indirect ways that is promotion through social media.

In the current condition, product marketing can quickly be done in an indirect way that is through social media by posting a photo of our product and inviting an influencer to review our product so that the target is precisely jamu rice kencur which is a health drink can be promoted with someone who has a focus on the field of health in order to provide a review according to the keadaan of the product. In addition, with the social media products that we market can be widespread globally so that

it can be known not only in Indonesia but can reach Southeast Asia.

III. CONCLUSION

Jamu beras kencur is one of the traditional health drinks made from rice and kencur, this jamu has a variety of properties such as overcoming nausea, dizziness and appetite enhancers. Various circles like one of these types of jamu so that it can be an opportunity to create an instant kencur rice jamu business. In making this business not only needed a business strategy but needed to be created a marketing strategy so that the product can be widely known not only in Indonesia but can reach Southeast Asia.

This instant jamu beras kencur product can be produced by modifying so that the product can have more value such as longer shelf life and is packed attractively but still ensures the product is safe until it reaches the hands of consumers. In the business of this product is also necessary marketing properly taking into account the selling price that corresponds to the market keadaan, practiced distribution widely, and most importantly is the right promotional strategy done as informative and seomonunikatif in order to attract ask consumers to try and give a review of the product.

The author hopes that this article can provide benefits and knowledge for readers as well as the author hopes that there are suggestions and criticism for this article

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DEVELOPMENT OF BUSINESS COMPETITIVENESS IN FACING COVID 19

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Abstract. Covid-19 has a negative impact on the existence of partner businesses in the Bandung City area, Partners have the potential to compete with similar products both domestically and products from abroad. However, they are still faced with problems, namely not understanding, utilizing and applying marketing information technology (information through e-commerce web & apps and digital marketing content. The solutions offered are: 1) Increasing Understanding of Marketing Information Technology (Information through E-Commerce Web & Apps and digital marketing content. 2) Increasing Information Technology capacity, 3) Increasing Understanding and Production of Digital Content in E-Commerce Web & Apps. 4) Increased understanding and creation of Official store accounts in the Marketplace, 5) Synchronization of all accounts from Web & Mobile Apps to official stores on all digital platforms (Facebook Pages, Instagram, Shopee. Ube) and Partners can take advantage of it. Activity method using the following approaches: training, technical guidance, mentoring, and facilitation. In this scheme, the proposing team as activity executor, which has the task of solving problems and achieving solutions and target outcomes that have been set according to their expertise and involving students as a technical team. Results and outputs that have been achieved in the implementation of activities; 1) Change in Digital Maidset partners, and are able to understand the benefits of Information Technology (Digital marketing / Distribution) 2) Partners Have 1 Unit Laptop Technology Facility (Asus TUF FX505DU), Sony Alpha 6300 KIT Camera and its accessories and have Web & Apps information technology facilities 3) Increased Understanding of Partners, and Application: Digital Content Production, Digital Content Distribution in Web & Mobile E-Commerce, Having an Official Store Account on Social Media. 4) Partners understand and have Official store accounts in the Marketplace, 5) Synchronize all accounts from Web & Mobile Apps to official stores on all digital platforms (Facebook Pages, Instagram, Marketplace, Youtube, and Partners Utilizing them.

Keywords: Small Business, Digital Marketing, Competitiveness.

I. INTRODUCTION

The impact of Covid19 creates new problems for small business actors as follows: Decreasing Sales, Difficulty in Raw Materials, Obstructed Distribution, Difficulty in Capital and Production. One of the knitting business actors who was affected was the business actors in Kampong Rajoet, Bandung City. (Data source processed, August 2020).

Small businesses from an economic perspective play a very vital role in economic development and growth in developing countries and developed countries. The World Bank (2005) states that small businesses are one of the foremost driving forces and economic development that are vital in creating growth and jobs. There are at least three reasons that underlie developing countries recently, to consider the importance of the existence of small businesses (Berry, 2001: 363), namely: First, because the performance of small businesses tends to be better in terms of producing productive labor. Second, as part of their dynamic, small businesses often achieve increased productivity through investment and technological changes. Third, because it is often believed that small businesses have an advantage in terms of flexibility over large businesses.

Seeing the description of the contribution of MSMEs above, the role that has been given to Indonesia's economic development is so big. In the framework of regional economic development efforts, an inventory of regional / regional potentials is absolutely necessary so that a policy development pattern can be determined both sectorally and multisectorally. One step of the inventory / identification of regional economic potential is to identify potential, mainstay and superior regional products in each sub-sector.

Law of the Republic of Indonesia, Number 20 of 2008: That Small Business is a business activity capable of expanding employment opportunities and providing broad economic services to the community, and can play a role in the process of equalization and increase in community income, encourage economic growth, and play a role in realizing national stability. Although small

businesses have shown their role in the national economy, they still face various obstacles and constraints both internally and externally, Jafar (2004: 41-43) explains that the problems faced by micro and small enterprises in Indonesia generally include problems, including others: 1. Internal problems (a. Lack of capital, b. Limited Human Resources (HR), c. Weak Business Network and Market Penetration Ability). 2. External Problems (a. Business Climate Not Completely Conducive (b. Limited business facilities and infrastructure, c. Implications of Regional Autonomy, d. Free Trade Implications, e. Nature of Products with Short Lifetime and f. Limited Market Access).

A product is said to be superior if it has competitiveness so that it is able to ward off competitors' products in the domestic market and / or penetrate the export market (Sudarsono, 2001). The role of superior products is very crucial because they are the products that are able to provide the largest contribution to the acquisition of regional revenues, especially when viewed from their contribution to PAD - PDRB. (Darmawansyah, 2003).

Small Knitting Business is a leading business commodity in Bandung City. Superior commodity is a commodity that has a competitive advantage, because it has won the competition with similar products in other areas. The criteria for a superior product are commodities that meet the sufficiency requirements of local resources, commodity linkages, competitive position and competitive potential. (Unkris Satya Wacana Salatiga).

Digital marketing according to Urban (2004: 2) is using the internet and information technology to expand and improve traditional marketing functions. This definition concentrates on all traditional marketing. We can also state that opinions such as "interactive marketing", one-to-one marketing and "e-marketing" are closely related to "digital marketing". According to Ridwan Sanjaya & Josua Tarigan (2009: 47), digital marketing is a marketing activity including branding, who use various web-based media such as blogs, websites, e-mails, adwords, or social networks. Of course digital marketing is not just talking about internet marketing.

The program partner in the 2nd year PPUD Program is Small Knitting Business, namely Eka Rahmat Widjaya, located in RW. 05 Binong Jati Urban Village, District: Batununggal Kampoeng Rajoet Bandung City. Yang started a business since 2011, which is engaged in the knitting industry which produces sweater, scarf, beanie, women's clothing and others.

The reason this business team is made an Activity Partner, is because it is one of the objects that have been researched by the proposing team, First: (Yanti Susila, 2014), Competency Development of Knitting Product Marketing in Increasing Competitive Advantage of SMEs Binong Jati in Bandung City. <https://scholar.google.com/citations>. Second: Strategy for Development of Leading Products based on One Village One Product (OVOP) at the Industrial Center of Bandung City <https://scholar.google.co.id/citations> (Dindin Abdurrohman BS, 2008).

Knitted product is one of the top 10 products from Bandung City, this is supported by the following data: 1) Research Results of Ina Primianadkk (<http://repository.unpad.ac.id/23330/1/abstract-report-research-Mapping-Economic-Activities-City-Bandung.pdf>) 2) Based on the Decree of the Mayor of Bandung Number 530 / Kep.295-DISKUMK. PERINDAG / 2009, and 3) Business Certificate from Local Village, Reg.No.187 / KT / SKU / BNG / VIII / 2018.

From the results of in-depth discussions that we have with partners, it is known that Partners lack product / business competitiveness. In addition, problems often arise as well as small businesses generally related to internal problems and external problems, besides the existence of Covid 19, it has a negative impact on the existence and sustainability of the business, so the team and partners decide (justification) with the consideration of problems that must be sought immediately for solutions because hinder business stability, as follows: 1. Partners have not yet understood, utilized and applied information technology and digital marketing content. 2. Partners Also Want Digital Marketing Content. Such as Photos, Videos, Social Media Related to Products, Joining the Online Store (Marketplace). Achieving the objectives of the program is expected to provide benefits in the form of increased business competitiveness of partners.

II. METHOD

2.1. Solutions offered:

The solutions are offered and implemented to resolve Partner problems as follows:

1. Increased Understanding of Marketing Information Technology (Information through E-Commerce Web & Apps and digital marketing content.
2. Increasing the capacity of Information Technology in the form of laptops and cameras as means of E-Commerce Web & Apps and Digital Marketing Content. And Designing E-Commerce Web & Apps.
3. Increased Understanding and Production of Digital Content in E-Commerce Web & Apps
4. Increased understanding and creation of an Official store account on the Marketplace,
5. Synchronization of all accounts from Web & Mobile Apps to official stores on all digital platforms (Facebook Pages, Instagram, Shopee, Youtube) and Partners.

2.2. Approach Method

a. Training Method

Training methods, aimed at transferring science and technology (science and technology) in overcoming problems through increasing insights and understanding for partners.

b. Technical Guidance and Mentoring Methods

Method This approach is intended to transfer science and technology, so that partners are able to practice the results of the training approach with technical assistance and assistance

from experts (team), where this approach method is carried out directly in the field (partner's place).

c. Facilitation and Media Approach Method

This approach method is intended to simplify, lighten, facilitate, connect, create (design), get, and have something that is needed by partners.

III. DISCUSSION

1. Change in Digital Mindset partners, and are able to understand the benefits of Information Technology (Digital marketing / Distribution). The results of this training Partners understand that technological advances have brought many changes to human civilization. This brings a new trend where almost everyone always uses technology such as communicating via social media, shopping via e-commerce or finding out information via the internet. Partners are beginning to realize the power that appears behind this development of Information technology, and partners understand the types of digital marketing and their respective goals, such as: SMS Marketing, E-mail Marketing, Search Engine Marketing, Social Media Marketing, and Content Marketing.
2. Partner Has 1 Unit Laptop Technology Facility and accessories (Asus TUF FX505DU) as well as a Sony Alpha 6300 KIT camera and its accessories, and has information technology facilities for E-Commerce Web & Apps which include a Web Address, Branding on the home page of the web & apps, Profiles, legality, integration with delivery services & payment systems, Fast response facilities, product photos with sizes and 3D dimensions, Testimonials, WA Business, Google Maps: <https://www.google.com/maps/place/Kampoeng+Rajoet/>. The following is the URL address for the Partner Web: <http://kampungrajout31.wixsite.com/mysite>
3. Increased Understanding of Partners, and Application: Digital Content Production, Digital Content Distribution in Web & Mobile E-Commerce, Having an Official Store Account on Social Media. Following is the address of Mitra's account: Ig: [kampoengrajoet.id](https://www.instagram.com/kampoengrajoet.id), Fb. : <https://www.facebook.com/Kampoeng-Rajoet->. Besides, partners get facilities in the form of; "Godox" Mini Studio Lighting Package and Mini Studio Background Package.
4. Partners understand and have an Official store account on the Marketplace (Shopee, Tokopedia) <https://www.google.com/search?source=univ&tbm=isch&q=kampoeng+rajoet,+sofiee&safe=strict&client=firefox> . And Shopee: [galleraj.id](https://www.shopee.co.id/galleraj.id) Official store account on Video Streaming Platform (You tube Channel: <https://www.youtube.com>).
5. Synchronization all accounts from Web & Mobile Apps to official stores on all digital platforms (Facebook Pages <https://www.facebook.com/Kampoeng-Rajoet-997326230339108/> . Instagram, tokopedia: <https://www.tokopedia.com/kampoengrajoet>, Youtube) <https://www.youtube.com>. and utilized by partners in digital marketing.

The important thing in the Development of Digital Marketing in Small Knitted businesses in Kampoeng Rajoet, Bandung City through this program is the importance of understanding all business actors regarding the processes and stages in Information Technology E-Commerce and Digital Marketing need to adjust to the type of business, and the target market. Another lesson learned is the importance of changing the Mind Set mindset and behavior, especially Digital Mindset, which is a must for today or the Industrial Age 4.0, and especially the impact of Covid 19. any program of implementing Information Technology will not succeed. The next lesson learned is that program managers must always have flexibility or flexibility in running the program, be

able to approach stakeholders with a cultural and empathetic approach, especially for small business actors. Program results in the form of direct results or outputs, indirect results (outcomes) and impacts have been felt for the beneficiaries. The sustainability of the program can continue to be implemented to increase Small Business Contribution to Share Parties.

IV. CONCLUSION

Implementation of community service programs through Digital Marketing Development in Increasing the Competitiveness of Small Knitted Businesses in Kampoeng Rajuet, Bandung City on partners has a positive impact on program implementation, seen according to the program objectives, namely:

1) Change in Digital Maidset partners, and are able to understand the benefits of Information Technology (Digital Marketing / Distribution). 2) Partner Has 1 Unit Laptop Technology Facility (Asus TUF FX505DU), Sony Alpha 6300 KIT Camera and its accessories and has Web & Apps information technology facilities. 3) Increased Understanding of Partners, and Application: Digital Content Production, Digital Content Distribution on Web & Mobile E-Commerce, Having an Official Store Account on Social Media. 4) Partner understands and has an Official store account on the Marketplace. 5) Synchronization of all accounts from Web & Mobile Apps to official stores on all digital platforms (Facebook Pages, Instagram, Market-place).

The important thing in the Development of Digital Marketing in Small Knitted businesses in Kampoeng Rajoet, Bandung City, through this program is the importance of understanding all business actors regarding the processes and stages in Information Technology E-Commerce and Digital Marketing need to adjust to the type of business, and the target market. Another lesson learned is the importance of changing the Maind Set mindset and behavior, especially Digital Maidset, which is a must for today or the Industrial Age 4.0 and especially the impact of Covid 19.

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LOCAL ASSURANCE FOR SUSTAINABILITY AND WORLD PEACE

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Abstract. Pentahelic synergy is also in line with the local wisdom of Ranah Minang "Basamo Mako Manjadi." The term Pentahelic refers to the collaboration of 5 strategic subject elements that synergize for great solutions to care for and honor the environment, namely: Academician, Business, Community, Government and Media, commonly abbreviated as ABCGM. President Jokowi also tried to introduce and endorse local wisdom at the 2018 IMF and World Bank Annual Meetings, which was conveyed by our President using metaphorical diction from the fantasy film series, "Game of Throne". The message that President Jokowi wants to convey even though the film's illustrative metaphor contains a very serious content, namely inviting the world's citizens to work together to overcome real problems that are in sight, otherwise the earth will face destruction more quickly. Do not let them be busy competing and fighting, they often forget the real threat of attack from the North, namely Evil Winter. Jokowi in his speech reminded 'winter is coming'. A popular reminder line in the film. Through the message 'winter is coming', Don't because of the fight between these big countries, we neglect to protect the earth we live in. Then ignore the Evil Winter attack which will cover the earth with ice and human-produced waste pollutants that will destroy the earth that they inhabit together.

Keywords: Local Wisdom, Pentahelic

I. INTRODUCTION

One Asia Foundation founder Yoji Sato in his public lecture at the Pasundan University campus in 2019, was concerned about the current conditions of the world community who still continue to maintain their respective egos. The potential trigger of a third world war which will destroy the world and people on earth.

Pasundan University agrees and supports the noble goals of One Asia Foundations through various programs to contribute to the creation of mutual understanding among members of the Asian Community, to maintain Asian peace and Global Security. Considering that currently economic and political competition is growing, leading to ethnic, ethnic, racial and religious conflicts that have even occurred in several parts of Asia.

Participants who take part in the One Asia Community program are expected to be able to answer this problem by being able to become Peace Makers, Influencers of the realization of partnerships and collaborations across ethnicities, religions and nations and still care for the surrounding environment and become promoters of the spirit of mutual cooperation which is currently starting to fade.

The environmental crisis is a multi-dimensional crisis. Sardar (1985) reminds us that "We must realize that an environmental crisis is not an isolated crisis. The environmental crisis is the result of the moral and spiritual crisis of humans. Therefore, the environmental crisis includes the human crisis and the perspective of life. "Because humans are the front part of the environment, the crisis that befalls human spiritual and moral is something very dangerous.

Humans become destroyers and protectors of the environment at the same time depending on the values and philosophy of life they adhere to. The environmental crisis is a crisis that is interdependent. Currently, human exploitation of natural resources and the environment has

reached a critical point, causing various problems for the environment and surrounding humans. It is not wrong if we learn from Japan that continues to maintain, believe in and use their local wisdom in an integrated manner, which is relevant to national and global wisdom. This is what makes Japan a developed country but still has excellent character and civilization. And we can also learn from indigenous communities who still firmly adhere to local wisdom that still exists in several parts of Indonesia so that the natural environment is maintained in a beautiful and harmonious manner.

The Indonesian nation actually has a wealth and diversity of local wisdom that is full of philosophy. It has even attracted the attention of world institutions under the United Nations, namely UNESCO to appreciate and encourage the dissemination of local wisdom to the world community which can be used as an alternative solution in dealing with life's problems. For this reason, local wisdom needs to be raised, documented, preserved, and revitalized and then developed into a nation's philosophy of life.

It must also encourage formal and informal figures, academics and even leaders of State institutions at all levels to want to think about and revitalize local wisdom. At the same time, as a figure who wants to endorse local wisdom, it becomes an inspiration for a life that is easy to understand and lived in to then be practiced for a better future Indonesia.

II. METHOD

The literature study conducted by the author is to find various written sources, in the form of books, archives, magazines, articles and journals, as well as documents that are relevant to the problem under study. So that the information obtained from this literature study is used as a reference to strengthen existing arguments.

This literature study is carried out by researchers after determining the research topic and determining the

formulation of the problem, before going to the field to collect the necessary data.

III. DISCUSSION

In a limited discussion of the Citarum Institute, Wantannas and the Habibie Center, Lt. Gen. Doni Monardo "Hablum Minal Alam" was asked a philosophical diction, which is wisdom. "Hablum Minal Alam" is essentially a dialectical philosophy of *hablum minalloh* and *hablum minannas*, the result of the deep thought struggles of Sesjen Wantannas since becoming Pangdam Patimura, Pangdam Siliwangi, even in his previous military position in interpreting his duties that go beyond his duties as a military. "Maintaining the sovereignty of the nation, one way is by protecting and preserving the environment".

"Hablum minal Alam" which is local wisdom with a blue ocean strategy approach, in responding to the world aura which is competing fiercely is also a philosophy related to human morality towards the environment that needs to be socialized, internalized to become the nation's view of life. According to I Ketut Wiguna, it is in line with the Tri Hita Karana philosophy which includes: Parhyangan, Pawonan, and Palemahan which are the concept of living in harmony and balance among Balinese people. A philosophy and wisdom in addressing the problems of environmental damage in Indonesia and even the world.

At the level of implementation Wantannas offers a big solution idea for nature conservation referring to the pentahelix synergy model. The modern concept is essentially in line with the phrase "Rukun agawe santosa, crah agawe bubrah", a Javanese philosophy which implies that harmony grows strength, division grows damage.

Pentahelic synergy is also in line with the local wisdom of Ranah Minang "Basamo Mako Manjadi." The term Pentahelix refers to the collaboration of 5 strategic subject elements that synergize for great solutions to care for and honor the environment, namely: Academician, Business, Community, Government and Media, commonly abbreviated as ABCGM.

President Jokowi also tried to introduce and endorse local wisdom at the 2018 IMF and World Bank Annual Meetings, which was conveyed by our President using metaphorical diction from the fantasy film series, "Game of Throne". The message that President Jokowi wants to convey even though the film's illustrative metaphor contains a very serious content, namely inviting the world's citizens to work together to overcome real problems that are in sight, otherwise the earth will face destruction more quickly.

Do not let them be busy competing and fighting, they often forget the real threat of attack from the North, namely Evil Winter. Jokowi in his speech reminded 'winter is coming'. A reminder line popular in the film. Through the message 'winter is coming', Don't because of the fight between these big countries, we neglect to protect the earth we live in. Then ignore the Evil Winter attack which will cover the earth with ice and human-produced waste pollutants that will destroy the earth that they inhabit together.

In the global era, human beings can no longer behave and act egocentrically! , because competition dominates each other, in fact it will only give birth to a war that cannot be won (unwinnable war) by anyone. Antagonistic power relations make life out of harmony and motives for action lead to mutual destruction.

The third wave of Alvin Toffler states that the civilization system now rests on the power of thought and logic relevant to the teaching of reasoning (ngluwih dinar sak background); alam takambang is a teacher (nature is laid to be our teacher or lessons relevant experience with experience is the best teacher or learning by doing); and many others. The description above shows that the global wisdom that is now widely embraced by the world community is actually substantially relevant to the local wisdom that has existed for a long time, instead it does not appreciate and use it.

Protecting water is part of maintaining life, inspired by the speech of Lieutenant General Doni Doni Monardo when he met a citizen from Germany who told him why the Aryans were strong and intelligent. One of them is because they consume clean water. "So protecting the spring is very important, we don't let our eyes shed tears," he said, because he didn't protect the environment, causing disaster.

Since long time ago, our ancestors have inherited various attitude and behavior guidelines in interacting with nature and the environment. Empirically, this has succeeded in preventing damage to environmental functions, both land / land, forest and water (Siswadi et. Al. 2011). Today this legacy has become what we call local wisdom.

Local wisdom is often conceptualized as local knowledge, local intelligence (local genius), local policies (local wisdom) and life strategies that always build harmonious relationships with nature. Local wisdom therefore always contains people's knowledge, social values, ethics and morals, and norms from generation to generation.

This has been used by the community as guidelines and behavioral attitudes in environmental management. Basically, there is a lot of learning from the local wisdom of the Indonesian people so that local wisdom is very important to be a wise consideration in development.

IV. CONCLUSION

Local wisdom tends to view humans as an integral part of nature, responsible behavior, full of respect and care for the continuity of all life in the universe (Keraf, 2002). Currently local wisdom as a perspective of society that has taken root is then eroded in the modern era perspective. This shift tends not to give room to considerations of natural and environmental values, causing the loss of local wisdom of the people in various regions.

So it is necessary for us to explore and internalize local wisdom as a perspective that allows attitudes and behavior that are more environmentally friendly to be adopted by all elements of society. This requires the role of all related elements in preserving it so that one day the local wisdom of the community does not become extinct.

The greatest wealth of a nation is the spark of inspirational thoughts that are able to inspire reflection on the situation of its time, as well as interpret the future and offer the best comprehensive philosophical solution ideas according to the challenges of the era.

Hopefully all of us, are part of the strategic components of the nation that are still able to appreciate the nation's local wisdom, internalize and disseminate it for the realization of human harmony with nature and the environment and for world peace.

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BUILDING THE YOUNG GENERATION OF ENTREPRENEURSHIP OF INDONESIA FROM COMMUNITY ECONOMIC PRINCIPLES ACCORDING TO THE MANDATORY OF THE UUD1945

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Abstract. The legal principle that becomes the basis for the process of achieving people's welfare is Article 33 of the UUD 1945, which has the substance of the value of business democratization, even though the times are changing, human needs are increasingly complex, and community relations are expanding to the global realm which can affect changes in the Indonesian economic system. The people's economy is the national economic identity which is starting to be forgotten because it has been eroded by the liberal economic system. Therefore, the younger generation needs to be encouraged to have an entrepreneurial spirit based on a people's economy in order to maintain the national identity and be able to stabilize the country's economy. Cooperatives are known for their principles of togetherness and mutual cooperation. As a young generation, it must be able to preserve these principles with a more creative and strategic implementation. Therefore, the younger generation needs to be encouraged to have an entrepreneurial spirit based on a people's economy in order to maintain the national identity and be able to stabilize the country's economy.

Keywords: Entrepreneurship, Young Generation, Community Economy

I. INTRODUCTION

Based on Law Number 40 of 2009 concerning Youth, what is meant by youth is Indonesian citizens aged 16 (sixteen) years to 30 (thirty) years. The younger generation who are now often referred to as Millennial Generation and Generation Z are technology literate generations. Technology is the result of the times used by humans to facilitate their work and activities. The younger generation is the golden generation who are expected to be able to make changes and contribute to the nation and the country. The role of the younger generation is very vital in the country's economic development. The younger generation needs to strive to develop themselves to be able to compete in today's competitive era. by continuing to learn and seek experience to find a strategic innovation point so that it can play an active role in development. The role of government in the education sector is also vital to form a competitive and quality generation. A good education will produce a good generation.

The entrepreneurship sector is also a very important issue that needs to be discussed because it is one of the sectors that makes a big contribution to the country's economic development and the improvement of people's welfare. Entrepreneurship is a sector that is able to attract the attention of Indonesia's young generation to be able to see opportunities and generate innovative ideas in order to compete in the domestic area to international coverage. However, as reported by Kompas.com, the standard of entrepreneurship per 2019 owned by developed countries is above 14% (fourteen percent), while Indonesia only has a percentage of 3.1% (three point one percent), and is still below the countries Other Southeast Asia which has a percentage of 4% (four percent). This is a serious problem and must be done accelerated to improve the existence of entrepreneurship in Indonesia. The factor that influences this is the mindset of the community, including the younger generation who prefers to find work in

state agencies or private agencies rather than entrepreneurship. The low quantity of Human Resources in the entrepreneurial sector and regulations that have not been able to accommodate entrepreneurial needs creates these obstacles. The education system in Indonesia that does not provide a curriculum on entrepreneurship is also an inhibiting factor in the growth of the quantity and quality of entrepreneurs in Indonesia. Education is the basis for shaping a more open mindset for the younger generation and implementing it in the form of innovation and creativity that encourages young people to understand the advantages of entrepreneurship. The government must have an effort to attract the attention of the younger generation to start innovating and dare to be involved in the entrepreneurial sector in order to help improve the country's economy.

The people's economy is an important milestone in the Indonesian economy, because the people's economy is considered capable of providing welfare for all people. Cooperative is one of the implementations of the people's economic system that is owned by our nation. However, due to the times and many outside influences, the existence of cooperatives is currently very declining and closed by the number of corporations that exist based on the principles of liberalism and capitalism. The form of corporation or business entity that dominates the business world in Indonesia is a Limited Liability Company such as banking. Where, with the convenience of credit agreements offered by the banking sector, many people are in great demand, including consumer loans, productive loans, and investment loans. Even, from data from the Financial Services Authority (OJK) in the North Sulawesi region in November 2018, bank credit disbursements reached IDR 34.3 (thirty-four point three) trillion. The high public interest in the ease of credit provided by banks can indirectly kill cooperatives. Including the younger generation who have an interest in entrepreneurship and need capital credit, they can be encouraged to take

advantage of the existence of cooperatives that are based on a populist economy and kinship. So, it takes a younger generation who recognize Indonesia's populist economic system and are able to maintain it, one of which is to strive for the existence of an ideal and strategic cooperative.

II. BASIC THEORY

A. Entrepreneurship

Entrepreneurship is simply defined as the ability or behavior of a person who can create something useful. An entrepreneur is someone who exerts resources and innovation in creating something new and innovative. Efforts to maximize these resources by finding the right business design, ideas, innovations, processes, controls, and goals. Someone who is entrepreneurial is someone who has a trading spirit. The creativity and innovation of an entrepreneur can be translated into his business management. The elements of entrepreneurship include social, community, innovative, and economic activity values.

B. People's Economy

The people's economy is a system adopted by Indonesia. In accordance with the mandate of Article 33 of the 1945 Constitution which reads "The economy is structured as a joint effort based on the principle of kinship". "The land, and water and the wealth in it are controlled by the state and used for the greatest prosperity of the people" (Article 33 paragraph 3 of the 1945 Constitution)[1]. Whereas, in accordance with the mandate of the 1945 Constitution in running the economy as widely as possible for the interests of the people.

People's economy (economic democracy) is a national economic system that is structured as a joint effort based on the principle of kinship, where production is carried out by all, for all, under the leadership or supervision of members of society which aims to increase the ability of society (people) to control the running of the economy.

C. Cooperative

The cooperative was originally initiated by the Founder of the Nation Muhammad Hatta during the era of independence. Cooperatives are motivated by Article 33 paragraph (1) of the 1945 Constitution which is based on the principle of kinship. A cooperative is a legal entity established by an individual or a cooperative legal entity, with the separation of the members' assets as capital to run a business that meets the needs of the community in the economic, social and cultural fields in accordance with the cooperative principles. Cooperatives are one of the implementations of the people's economic system as the identity of the country's economy. Cooperatives have a family principle. Where, cooperatives as a joint venture,[2] Cooperatives have their own characteristics which can be seen from the principles that underlie cooperatives as business entities, namely the principle of kinship.

III. METHOD

This research is a normative legal research, using a juridical-normative approach. The research data was collected through library research, by collecting and analyzing various primary legal materials, secondary legal materials, and tertiary legal materials. Data was collected through literature study of articles, research results, and statutory regulations. Data analysis was carried out by means of qualitative descriptive in formulating problems.

IV. DISCUSS

A. Cooperatives as an Implication of a Populist Economy

The principle of social economy, namely the principle of the economy which carries out activities, supervision, and the results of economic activities can be enjoyed by all Indonesian people. The people's economy is built on the basis of an economic system based on the power of the people which provides opportunities for the wider community to participate in the economy and the country's economic development.[3] The principle of people's economy as a national identity must be maintained and implemented as an economic guideline in accordance with the mandate of the 1945 Constitution. In modern times, with the increasingly rapid development of technology and the expanding market share in the business world, it can result in the people's economic principles being increasingly abandoned, and young people more interested in efforts that lead to liberal. With the existence of free trade and economic globalization, it makes it easy to transact internationally, for example from individuals and individuals, groups and individuals, and groups with groups between countries that seem to have been unable to be blocked by distance due to the influence of this economic globalization. In Indonesia, the application of the people's economy as an implementation of a democratic state, in accordance with the provisions of Article 33 of the 1945 Constitution. According to Prof. Dr. Mubyarto The people's economy is a system based on kinship, people's sovereignty and shows a genuine siding with the people's economy. In practice, the people's economy can also be described as a network economy that connects centers of innovation, production and community business independence into an information technology-based network for the formation of domestic market networks and community business actors.[4]

The people's economy needs to be used as a new paradigm in Indonesia's economic development that is driven by the role of identity-literate young people, and can be done in ways such as:

1. Understand Indonesian characteristics

The application of the concept of economic development which is increasingly influenced by other countries such as European and American countries with liberal economic principles by relying on foreign loan funds for development and investment control will not always work well if applied in developing countries such as Indonesia. There is nothing wrong with following the path of globalization, but it is also not wise if a large country like Indonesia cannot take a firm stance to adapt to the effects of globalization. Developing countries that are vulnerable to the occurrence of supply shock are one of the considerations. Indonesia must take wise and decisive steps in determining its own economic development system that is in line with the mandate of the constitution, the state's political situation and the political situation of the people.

2. Constitutional Mandate

An economic spirit which is based on kinship and joint effort has resided in Article 27 of the 1945 Constitution and Article 33 of the 1945 Constitution. Whereas, the economic system is not based on monopoly, oligopoly, or monopsony. The national economic order is an economic order that clearly distinguishes which goods and services must be produced by

the government and which must be produced by the private sector. Article 33 is interpreted as a form of cooperative, but a cooperative which must adapt to the development needs of society and the environment.[5] The formulation of the Indonesian constitution discusses the economic order that should be built, it is not clear enough, but from history the true meaning and spirit are quite clear.

3. Hindered Development

Indonesia needs a strategy to alleviate poverty using a strategy that is suitable for Indonesia.

People's economy is a positive economy, which explains how production units combine production factors to combine production factors to produce private goods and private services and distribute the intended goods and services to consumers, so that maximum profit is obtained for production, and utility. maximum for consumers.[6]

There needs to be awareness from the younger generation to maintain the existence of cooperatives and build cooperative business entities that can help the country's economic growth with new strategies and innovations in cooperatives, for example by establishing an online platform for cooperatives in order to compete with banking companies that are increasingly innovating. Cooperatives can lose their existence due to the lack of internal cooperative innovation, so that the interest of modern society is getting smaller to become members of cooperatives and make good use of cooperatives. Even though it needs awareness from the Government and the whole community at large about the importance of developing cooperatives, it also needs special attention in order to help the mobility of cooperatives so that they can compete in the modern era like now. The role of the government in arranging regulations and policies regarding cooperatives that are made more flexible and can accommodate community needs regarding cooperatives also needs to be done. The government must be one step ahead to be able to provide an effort and certainty for the community in order to increase interest in becoming a member of a cooperative, one of which is in terms of savings and loans to process capital to build MSMEs. With the principle of kinship in obtaining capital and also the main principle of cooperatives, which is the welfare of members, it is difficult for the community to find sources of capital to build their own business, it will be easier to get capital if they join the cooperative. The government must be one step ahead to be able to provide an effort and certainty for the community in order to increase interest in becoming a member of a cooperative, one of which is in terms of savings and loans to process capital to build MSMEs. With the principle of kinship in obtaining capital and also the main principle of cooperatives, which is the welfare of members, it is difficult for the community to find sources of capital to build their own business, it will be easier to get capital if they join the cooperative. The government must be one step ahead to be able to provide an effort and certainty for the community in order to increase interest in becoming a member of a cooperative, one of which is in terms of savings and loans to process capital to build MSMEs. With the principle of kinship in obtaining capital and also the main principle of cooperatives, which is the welfare of members, it is difficult for the community to find sources of capital to build their own business, it will be easier to get capital if they join the cooperative.

The excess of cooperative service capabilities can be used to meet people who are members of cooperatives. The strength of a cooperative is that the cooperative has excess funding capacity and power to serve its members. The cooperative can use this excess capacity to do business with non-members. The goal is to optimize the economies of scale that are meant to increase the volume of the business and reduce the cost per unit which provides the greatest benefit to members and to promote the society of the cooperative.[7]

B. Economic Development that Rests on the People

Efforts to uphold independence in the economy to minimize or eliminate the existence of foreign debt which is increasingly swollen and to maintain the strength of the national economy must be built through the mobilization of funds from the public and increased participation from all levels of society including young people in the process of better national economic development. and systematically based on a community-based development paradigm. Thus, investment development will run in a sustainable manner and be rooted in the ability of national resources with broad community participation in the business world, including MSMEs and cooperatives as components of the national economy that can be developed with various support from the government and cooperation between communities. Where,[8]

C. Development of MSMEs and Cooperatives

Menengan Micro, Small and Medium Enterprises (MSMEs) and cooperatives are national entities that have real implications for the people's economy in Indonesia. Thus, the development of MSMEs and cooperatives must be the main strategy in national economic development whose implementation must be realized seriously and sincerely with a strong joint commitment and based on government policies and the awareness of all levels of society starting from the private sector, the community at the national, regional, and locally supported by systematic and conceptual efforts consistently. The concept of developing SMEs and cooperatives in a populist economic system should have a perspective on the importance of: (a) active participation of all components of society; (b) high entrepreneurial spirit and spirit; (c) freedom to do business, create and innovate; (d) equal opportunities in obtaining education, technology and information; (e) an open, transparent and efficient economic system; and (f) fair market mechanism.[9]

The development of MSMEs and cooperatives can push Indonesia's economic development reform towards a more significant direction and build competitiveness in economic resilience and realize the mandate of the 1945 Constitution regarding the people's economy. The national economic recovery program should not only be seen as a temporary crash-program, but must also be seen as a process of accelerating the transformation of structure and consistent development to lay the foundation for the creation of a strong economic structure with community participation.[9]

D. Empirical Examples of Benefits of Cooperatives for Society and State Socio-Economic Development

Research on Micro Hydro Power Plant (PLTMH) in Cinta Mekar Village ,Serang Panjang District, Subang Regency, West Java. This PLTMH project involves an active role of the surrounding community, including operating PLTMH, education costs, village infrastructure development, improving community welfare through productive efforts.

The empowerment of the local community is carried out through the Mekar Sari Cooperative, which amounts to 50% of the PLTMH energy output which has been reduced by operating and maintenance costs.[10]

Since the Cinta Mekar community has been involved in the construction of PLTMH accompanied by the Ibeka Foundation in this social activity. This community-based PLTMH project is a success of the Cinta Mekar electricity community self-help project. With financial assistance from the United Nations in charge of the Economic and Social sector for the Asia Pacific (UNESCAP), in 2003 this project was started to be built and then a cooperative was built to support the project's operations. Where, the proceeds from PLN's profits are returned to the residents, in the form of assistance with the installation of electricity, education funds, health funds, and business capital assistance.[10]

Community involvement in the development of PLTMH which is supported by the existence of the Mekar Sari Cooperative has a positive impact on local residents, and is a representative of PLN as a State-Owned Enterprise that has profit-oriented goals but does not neglect people's welfare.

V. CONCLUSION

Entrepreneurship is a form of independent business that is built by individuals or individuals in an effort to increase the level of the economy which can be beneficial for national economic development. Entrepreneurship such as UMKM, which is supported by the existence of adequate cooperatives and following the times, can have a good effect on all members of the cooperative and also the wider community because MSMEs and cooperatives are the implementation of the principles of populist economy as mandated by the 1945 Constitution. Young people are the golden generation and the generation which is the hope of creating a change in the development system which is now more inclined towards liberalism and capitalism. With the role of identity-literate youth as human beings, Indonesia must be able to make changes for the country for the better and be able to form a significant and consistent change in building the country's economy by adhering to the pillars of a populist economy based on kinship and the people's welfare. As young people, they must have a high sense of concern for each other and for the progress of the country.

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ECOPRENEURSHIP BASED ON LOCAL WISDOM: AREN SUGAR VALUE CHAIN

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Abstract. Economic dynamics have become an interesting role in the development of entrepreneurship. Ecopreneurship is a relevant basis for the concept of a country's sustainable development. Furthermore, it is important to apply the values of local wisdom which form the basis of the world of entrepreneurship. Accomodating the value of local wisdom is a manifestation of increased intelligence that has an impact on the international world. Thus, an effort is needed to increase natural resources that can be explored wisely. Palm sugar is an opportunity to be used as an accumulation chain for economic sustainability that is closely related to the environment. So that it will create a collaboration between ecological, social and economic elements based on increasing collective awareness for economic welfare based on the principles of justice and equality.

Keywords: *Ecopreneurship., Global Value Chain, Palm Sugar*

I. INTRODUCTION

The development of an increasingly high wave of economic flows is used as an indicator of the progress of a country, even studies on the economy have enormous space in the dynamics of global cooperation patterns. The increasing importance of the economy has an impact on increasing the creation of a livelihood model in the field of entrepreneurship, which gives birth to young entrepreneurs. In this case the impact of the economy does provide opportunities and benefits for business actors, but on the other hand the impact has a major impact on environmental damage. Exploitation of natural resources with a market orientation cannot be avoided, because it is used as the main capital, thus placing the environment only as an object, not a subject that must be considered.

Historically the increase in entrepreneurship that exploits Natural Resources (SDA) and the environment cannot be separated from the upstream economy of capitalism, which targets private parties to gain market freedom, without even state or government intervention. However, this system actually experienced a setback in the 1930s after the economic depression in European countries. After the world economic depression occurred, economic thinkers thought that there was need for government intervention in organizing the world economy through various spending policies, and this concept was precisely expressed by Keynes. In the implementation context, the private sector is still welcome to develop, but it must be balanced with the role of government regulations. Therefore, since 1944 the concept of Keynes has received more references by members of the United Nations (UN), including Indonesia. However, problems arose, namely with the occurrence of the world oil crisis in 1973 and this led to the emergence of a new Capitalism economic system, namely Neoliberalism.

The market reality that carries the concept of the widest possible freedom to the private sector plays a significant role in environmental damage. In this case, it is not only the macro industry that contributes to the large environmental impact, but small industry also plays a big role in the chain of environmental damage. According to Hamzah in Hillary (2000) in a discussion of his study, it is stated that most of the pollution in urban areas is the result

of the spread of small and medium industries. Therefore, it is clear that actually small industry, in this case, in line with the rapid development of the entrepreneurial world, is driving the downstream exploitation of resources, which of course has a slight impact on ecological integrity and sustainability. This reality makes it even more aware that such practices distance the future of a country from sustainable development. Therefore we need a concept that can bridge the world of entrepreneurs with the concept of sustainable development

The concept of ecopreneurship is a concept that bridges entrepreneurs and sustainable development that takes into account economic, social and ecological aspects. The discussion of the concept of ecopreneurship is a literature review that begins with anxiety and concern about the implementation of entrepreneurial activities in Indonesia. So in this case the author tries to raise issues related to entrepreneurial activities and seek solutions through literature studies related to existing problems. In addition, by striving to create an ecopreneurship concept based on local wisdom, it becomes a concrete effort to raise cultural resources and values contained in commodities that have great potential to increase economic development above the principle of ecopreneurship. In this case the commodity raised is palm sugar as an integrated value chain, by initiating a Global Value Chain concept, contextually siding with local communities that have been improved and have potential, so that the palm sugar commodity is more developed as a commodity. promising in Indonesia to be marketed globally.

The Indonesian government together with the Ministry of National Development Planning of the Republic of Indonesia (Ministry of National Development Planning of the Republic of Indonesia / National Development Planning Agency) have actually made a National Long-Term Development Plan (2005-2025). The contents of the discussion cover various sectors such as Socio-Cultural, Human Resources (HR), Infrastructure, Natural Resources (SDA) and the Environment, Economy, with an emphasis on Penta-Helix collaboration, namely Government, Community / Community actors, Academics, Media, and business people work together to create a harmonized

sustainable development. The reference to the RPJPN is strengthening evidence that the economy, environment, and socio-culture should not be a dichotomous, but a continuum that produces an entity, where there is a continuous relationship between the two. If there is already a long-term and sustainable development vision and mission, what needs to be optimized at this time is the implementation of the design and evaluation to further increase the acceleration of renewal of relevance to real conditions. So that in the end it will not only become a temporary design and policy, but also can be actualized as a whole, by applying the principles of justice and equity.

II. BASIC THEORY

A. Ecopreneurship

Entrepreneurs are business actors who accept the combination of risks and opportunities involved in creating and operating new business opportunities. entrepreneur is a person who bears the risk of business ownership with the main goal of growth and development (Ebert, Griffin, 2003). Referring to the development of the world of entrepreneurship by keeping in mind the problem of taking an equilibrium perspective on entrepreneurship, the balance is never fully realized in a market economy (Kirzner, 1985), interfered with one another by individual profit-seeking actions (Schumpeter, 1934). So, in contrast to equilibrium theory, which assumes the existence of entrepreneurial opportunities, in this case entrepreneurship requires these opportunities (Shane, 2000).

Originating in Venkataraman (1997), entrepreneurship as the discovery, evaluation and exploitation of goods and services in the future. This definition implies that, as a scientific field, entrepreneurship involves the study of opportunities (Shane & Venkataraman, 2000). Further to explain the existence of entrepreneurial opportunities, we first determine what they are and compare them with other opportunities for profit. Then it further explains why the price is not a complete indicator of profitable opportunities. As far as the definition of an entrepreneurial perspective, which in reality is never separated from the words opportunity and profit. However, sometimes the connotations of the two words often overlap, because they do not place them on the foundation of the type of entrepreneurship that will be carried out. Because if it is expanded again, opportunities and profits can be manipulated from privatization of the private sector, so that in the end there is a centralization of the market mechanism.

In connection with the supporting factors for the sustainability of the world of entrepreneurship, Frederick (2006) in Wijatno (2009) said that there are 17 characteristics inherent in entrepreneurs, namely: (1) commitment, (2) strong drive for achievement, (3) oriented to opportunities and goals, (4) initiative and responsibility, (5) decision making, (6) seeking feedback, (7) internal focus control, (8) tolerance for ambiguity, (9) calculated risk taking, (10) integrity and reliability, (11) tolerance of failure, (12) high levels of energy, (13) creative and innovative, (14) vision, (15) independent, (16) confident and optimistic, (17) team building.

Therefore, in general, it can be said that entrepreneurs or people who have an entrepreneurial spirit are people who dare to open independent business opportunities and have good abilities in creating and cultivating existing opportunities. The development of the entrepreneurial world can lead Indonesia to become a developed country, because currently the progress of a country is determined on the basis of its national and global economic development, but this is still a paradox. However, there is an impact caused by the increasing number of entrepreneurs, namely that it can reduce the number of unemployed by means of the labor absorption it produces. In addition, the increase in the number of entrepreneurs will increase the local economy followed by an increase in the macro economy.

Ecopreneur is an entrepreneurial concept with a background of concern for environmental issues and environmental sustainability. In the business world sustainability mechanism refers to environmental aspects and environmental carrying capacity and tries to minimize the impact of the results of its activities on the environment. Ecopreneurship involves 3 (three) important dimensions, namely society and social, economy and ecology / environment (Murniningtyas, 2014: 102). Ecopreneurship comes from 2 (two) words, namely eco and entrepreneur. Eco is taken from the word ecology, which is the study of the reciprocal relationship between living things and their environment. Whereas preneur comes from the word Entrepreneurship, namely entrepreneurship. Entrepreneur and Entrepreneurship have different meanings, entrepreneur, namely anyone who acts to change current conditions and achieve future goals in the field of entrepreneurship. Meanwhile, entrepreneurship is a creative and innovative ability that is used as a basis and resources to seek opportunities for success (Alma, 2010: 33). The essence of entrepreneurship is the ability to create something new and different by thinking creatively and acting innovatively in creating opportunities.

B. Local Wisdom / Local Wisdom

Local wisdom or in foreign languages is called local wisdom is a view of life, knowledge, and various synergies of life in the form of activities carried out by local people in answering various problems in fulfilling their needs, which can be in the form of social and economic values, architecture, health, environment, and so on. (Sumitarsih, 1994, p. 5). In line with the above definition, Sedyawati (2006: 382) emphasizes that local wisdom is defined as wisdom in the traditional culture of ethnic groups. Wisdom in a broad sense is not only in the form of cultural norms and values, but also all elements of ideas, including those that have implications for technology, health care, and aesthetics. With this understanding, what is included as the translation of local wisdom is the various patterns of action and the results of their material culture.

Local wisdom is a truth that has become a tradition that is carried out by a community in a certain space and period of time. With local wisdom as evidence of historical dynamics that must be continuously developed and preserved so that it does not become an alienation due to an increasingly modern world situation. Local wisdom can be

said to be part of the life process of a society which becomes a way of life that is continuously carried out, based on critical local values. The function of local wisdom towards the entry of outside culture is as follows (Verse, 1986: 40-41):

- As a filter and control against outside culture.
- Accommodating outside cultural elements.
- Integrating elements of external culture into indigenous cultures.
- Give direction to cultural development.

C. Global Value Chains (GVC)

Global Value Chain (GVC) or global value chain is a system of connected economic activities with one another, thereby creating a chain that also involves a large role and role of government. According to Kaplinsky, value chain analysis is needed to explain the activities that are determined to bring products and services from the start of production, including the combination of physical transformation and input from several producer services, and finally to consumers including all value-adding activities and processes. On the other hand, analysis through the GVC perspective is also very useful for identifying activities for higher value addition and how economic income flows in the productive chain. The GVC analysis focuses on the nature of the relationships between the various actors involved in the chain and their implications for sustainable development and competitiveness.

Global Value Chain (GVC) is a system of connected economic activities with one another, thus creating increasingly separate links in space and across organizational boundaries, becoming what are called Global Value Chains (GVC). As noted by Strange and Humphrey (2019), various forms of governance are common in GVCs that are not markets or hierarchies; they consist of coordination through standards, contracts and alliances. who carry out increasingly important innovation and business development activities, coordinate the many operations that are spread out, and ultimately take an important part of the value created by GVC (Mudambi, 2008). In contrast, the global value chain (GVC) approach emphasizes efficiency, but also 'power' as a determinant of how transactions between economic actors are regulated.

III. METHOD

The author conducts literature study activities with the type of qualitative research methods, namely by collecting written sources. For example, by using searches in books, archives, magazines, articles and journals, and other documents that are indeed relevant to the topic of discussion, so that the discussion does not go out of context and runs properly. So in the end, the information obtained from the search and analysis of this literature study is used as a reference for elaborating the discussion topic.

IV. DISCUSSION

A. The Dynamics of Ecopreneurship as a Driver for Sustainable Development

The reality of the discussion related to Ecopreneurship is not a taboo matter, because in practice this

entrepreneurial model becomes a momentum for collaboration between actors who emphasize the development of sustainable economies. In reality, Ecopreneurship is a business model that seeks to answer all challenges caused by the impact of environmental damage. Talking about environmental damage that is getting worse because one of them is caused by the process of market mechanisms which ultimately lead to the climate crisis. In fact, the latest discussion is that Indonesia as a country that is very rich in forests and its biodiversity has started to decrease and is experiencing extinction.

It is an irony that the abundant natural resources are not supported by their protection and preservation, because of the massive flow of exploitation of natural resource production. Human greed and dissatisfaction lead to the death of other living beings. Conservation is increasingly untouched, because land is increasingly being withdrawn for sectoral interests or egos. So that often the development and development of the sawrah economy which is very rich in natural resources has even become an area that is categorized as underdeveloped. However, all of that fits from the upstream of all of this, which comes from the conceptual foundation of global market policies to determine the progress of a country.

So it is not impossible that exploitation of the market will be the beginning of the exploitation of natural resources, and hinder sustainable development. Because the definition of entrepreneurship in the late 90s emphasized economic growth, other indicators that were not considered a necessity were completely eliminated by the interests of individuals and groups of people. Hence the entrepreneurial concept it should be used today do not refer too much to the past, because the urgency and purpose of each economic situation is different, it does not mean that the foundation of the past is the best foundation, because the times are dynamic. So it must be considered that all types of entrepreneurship decisions not only stick to profits, but how to adapt to the times in order to create a sustainable entrepreneurial climate, and really take into account not only the entrepreneurial sustainability of the current generation, but also future generations.

The following shows various cases of damage to the quality of the human environment in the world. This increasingly severe and dangerous damage requires the business world and companies to make improvements and maintain its sustainability in the future, such as:

1). Air Pollution

The CO₂ emitted by automakers in metropolitan areas has exceeded safety thresholds. Pollution by heavy industrial factories causes acid rain which destroys forests. Regulations use air filters, and emission reduction technology of sulfur is issued.

2). Water Pollution

There are many cases of industry dumping industrial-waste into rivers, lakes or the sea. The poisoning of the inhabitants of rivers and seas is increasingly rampant. Indirect impact on humans, most city governments in industrialized countries issued river water quality laws. Prohibition of use of phosphates. There are still many dumping processes for car oil, household waste water and detergent. 3). Land Pollution

The two main issues faced today are: 1) how to restore the quality of soil that is eroded by pollution in the production process carried out by the company, and 2) how to prevent damage to soil quality, namely issuing various government policies that are effective in limiting industrial waste and handling it. municipal waste. The main problem in handling damage due to land pollution is faced by the following field facts:

- a) Industrial waste toxins generally come from hazardous chemicals and radioactive waste
- b) In the United States each plant annually produces about 40-60 tonnes of waste.
- c) The waste product cannot be destroyed
- d) Need a special place for disposal
- e) The process of recycling cans, paper, plastics, glass etc. is still not done en masse.

The concept of sustainable development is essentially aimed at exploiting natural and human resources optimally for development while still taking into account the values of harmony and balance in their utilization. Ideally, sustainable development requires an approach to achieving sustainability or the continuity of various aspects of life which includes ecological, economic, social sustainability (Untari; 2013). At the local level, sustainable development requires that economic development be able to sustain people's lives through local use of resources. If the results of economic development (welfare) are to be distributed in the long term, environmental protection to prevent ecological damage must be taken (ICLEI in Setiadi et al; 2008).

A green business' is one that is designed to be green in processes and products from the start, as a start-up, and furthermore, it is intended to transform the socially located industrial sector in which it lies towards a sustainable model of development. The concept of sustainable development was introduced in the World Conservation Strategy published by the United Nations Environment Program (UNEP), the International Union for Conservation of Natural Resources (IUCN) and the World Wide Fund for Natural (WWF). According to the Brundland Report from the United Nations in 1987 it was stated that sustainable development is a development process including the development of land, cities, businesses, communities and so on with the principle of understanding present needs without sacrificing the needs of future generations.

There are four Ecopreneur principles in running its business products, including:

- a. Reduce (reduce), Save the use of resources, such as electricity, water, fuel, paper and other materials, and reduce the use of materials that are toxic and endanger the environment and living things. In the triple bottom line concept popularized by John Elkington in 1997 in the book *Cannibals with Forks*, the Triple Bottom Line of Twentieth, quoted from (Arafat; 21) states that running a business must pay attention to the 3Ps, namely Profit, People and Planet.
- b. Reuse,; Reusing resources that have been used to increase efficiency and effectiveness. For example, using used paper, reusing used items, utilizing energy from the AC compressor for water heating, etc. Select items that are

still reused. Avoid using disposable items (disposable, throw away immediately).

c. Recycle (recycle), Recycle water use, change shape and reuse waste and garbage. And items that are no longer useful, can be recycled.

d. Upcycle, Providing new and better benefits to products that were no longer used.

In the triple bottom line concept popularized by John Elkington in 1997 in the book *Cannibals with Forks*, the Triple Bottom Line of Twentieth, quoted from (Arafat; 21) states that running a business must pay attention to the 3Ps, namely Profit, People and Planet.

(1) People, the community as stakeholders. Where the community acts as a stakeholder who is also an important part of society. Where people, in this case, is the community is the closest environment to a business, giving a lot of contribution to the running of a business, so that the entrepreneur should give back to the community around him. According to Prasetyantoko (2008), in the midst of a world that is increasingly dominated by egotistical materialism and hedonism which weakens the joints of humanity and destroys the pillars of our humanity, it is clear that the ethos of serving which is based on an altruistic attitude is very important not only as a true success strategy, but also is an important step to re-humanize humans.

(2) Profit, this is the goal of all businesses, and this is the most essential form of economic responsibility in its efforts to maintain the existence and sustainability of the business.

(3) Planet or environment. The environment is always related to all human activities. The relationship between humans and the environment is a causal relationship, so it is appropriate that in carrying out business, it must also pay attention to aspects of environmental protection. In line with the opinion above about environmental responsibility that should contribute to each other, according to Jansen who was quoted from Prasetyantoko (2008), mandate is a deposit. valuable entrusted to us or important assets handed over to us. Consequently, as recipients of the mandate, we are morally related to carry out the mandate properly and correctly.

B). Local Wisdom and Palm Sugar Value Chain Development

There is an important element in the discussion about local wisdom, namely regarding the dimensions or environmental space of the local wisdom itself. According to Mitchell (2003), local wisdom has six dimensions, namely:

a. Local Knowledge Dimensions

Every society everywhere must have various methods to adapt to its environment which are relevant to its basic thinking towards the natural surroundings. The sustainability of a community's ability will be determined by the actions taken when facing a social phenomenon or phenomenon.

b. Local Value Dimensions

The community's ability to adapt becomes a way for an agreement to make social rules, which includes local values regarding actions or behavior, which in the end must be obeyed by the community, but still over time these rules

are dynamic. Because in reality, cultural segregation will always exist, that the values of actions or behavior that exist in a group have not of course it can be understood and accepted by other communities, so that tolerance is needed in seeing the culture.

c. Local Skills Dimensions

Development of people's ability to survive (survival) in order to meet the needs, both individual to communal, respectively, which is referred to as an economic substance. This is a way of maintaining human life that depends on nature, starting from hunting, gathering, farming, to home industries.

d. Dimensions of Local Resources

Every community that has strong ties will use local resources tailored to all needs, but not overexploited / exploited. Because the fundamental basis is required to balance the balance of nature, so that it can lead a sustainable life and this is an effort to prevent negative impacts if you undergo a process of exploitation.

e. Dimensions of Local Decision Making Mechanisms

Basically, every society with a very strong culture must have some form of local government. Within the scope of a legal unitary instrument that orders its citizens to act in accordance with the rules that have long been agreed upon. If there is a violation of these rules, it cannot be avoided that the community must bear the risk.

f. Dimensions of Local Group Solidarity

Humans are basically social creatures who cannot undergo the whole life process, only with their own autonomy. Furthermore, nowadays, all human needs cannot be processed and obtained alone, there will always be other humans who help in achieving individual and communal goals.

Local wisdom with all the elements that cover it more broadly can be said to be the basis for the development of a sustainable creative economy. Because substantially the economy of a community, local wisdom is used as the values that apply in a society. With a strong belief in the truth and become a reference in behavior. Local wisdom with its various dimensional elements is proof that it contains important elements related to the intelligence of the local knowledge of the community, which can determine the future development of civilization in a more contextual and impartial manner.

Indonesia as a country with commodity characteristics that have the potential of developing regions, can be used as a form of entrepreneurship that can support the welfare of the community in the producing regions and driving these commodities. Palm sugar is a type of sugar made from tree sap or palm sugar or commonly called palm sugar. In the manufacturing process, palm sugar is usually printed using coconut shells with a flat and round shape, usually this sugar also gets the addition of other ingredients such as granulated sugar. It has an aroma that tends to be thicker and stronger than Javanese sugar, which is often used as a sweetener in any food drink.

- Benefits of Palm Sugar

1). Increase Body Immunity

In the content of palm sugar has antioxidant properties which have properties to increase body immunity. Because

these antioxidant properties have a role to protect the body from free radical damage.

2). Prevent Asthma

Asthma is one of the respiratory diseases that causes sufferers to have difficulty breathing. Regular consumption of brown sugar can help prevent respiratory problems like asthma and bronchitis.

3). Overcoming Anemia Problems

Brown sugar is rich in iron and folate. Lack of iron will cause anemia. The iron content contained in palm sugar has the benefit of increasing the production of red blood cells so that it can help overcome the problem of anemia.

4). Treat Sprue

Eating palm sugar if done directly can be an alternative medicine to treat thrush. Palm sugar is effective in treating canker sores because it contains niacin. Palm sugar can treat canker sores on the gums and lips.

5). Energy Booster

The calorie content of palm sugar can be relied on as an alternative energy booster when the body feels tired. High iron and folate content is useful for overcoming fatigue and feeling weak. If you experience complaints of weakness and lack of energy, you can consume coffee or tea mixed with palm sugar in an adjusted portion.

6). Good for Digestion

Eating palm sugar is nutritious for digestion. Has a high fiber content and active minerals that can keep the body from various diseases.

There are so many benefits of palm sugar, but often unconsciousness and ignorance are not really important. In fact, if you look at it from a health perspective, it brings many benefits. This happens with various factors that affect the potential sustainability of palm sugar. Palm sugar grows in several places in Indonesia, for example the largest is in Lebak Banten, then in Dayeuhluhur, Cilacap, Central Java. However, there is still polarization, because there are regions in Indonesia that have the potential to develop palm sugar, but they do not maximize this potential with various inhibiting factors.

Therefore, by applying the principles of Global Value Chains, it will increase the development of palm sugar, which originates in only a few types and in some places, which can be more widely disseminated. So that it is not only concentrated in areas that become palm sugar developers. If there is a large area that is unused and supports the growth power of palm sugar, it can be used as an opportunity to increase palm sugar commodity. Moreover, in this case it must be emphasized that which is the fundamental element in improving the economic welfare of the community.

By carrying out community values that are collaborated with ecopreneurship principles, it will become an entity that influences each other in the foundation of the global value chain. Because one another experiences a relationship that is interdependent, so that when a malfunction occurs, one will affect the other elements. In addition, the support capacity of various actors is needed to support the management mechanism of ecopreneurship based on local wisdom, by increasing the power of creativity from all sides. Whether it's processed palm sugar

itself, to the packaging and distribution of the product on a micro or macro level.

Referring to the policies of the Indonesian government both in terms of regulations and development achievements of various stakeholders, each other supports the development of an entrepreneurial model for regional empowerment. However, what must be emphasized is that in reality the implementation has not been maximal, and even the public is not aware of any government policies. So that this is not only the responsibility of one or two parties, but it is the responsibility of all parties, especially those in central and regional government.

Then increased support for the creative efforts of local communities can be developed more broadly. For example, with the local government which has great potential for palm sugar, it can be used to create a festival event that provides an opportunity to introduce palm sugar in various types of processed products, which carry local wisdom values and are sustainable which utilize technology by digitizing marketing.

V. Conclusion

Along with the development of the dynamics of life in various sectors, especially the economy, draws an outline of the increase in the world of entrepreneurship. The concept of ecopreneurship is the main basis for the sustainability of sustainable development, then in the end it produces an output that has a progressive impact on the next generation. In line with that, the development of the business world must also apply the values of local wisdom which are the basis of the entrepreneurial process, because thinking locally does not mean conservative, but how to increase intelligence with a local way of thinking but has an international impact.

An effort is needed from the exploration of palm sugar as a component of natural resources based on local wisdom, which can improve the connectivity of various elements both internal and external. So the answer is the implementation of the global value chain as a sustainable investment, by maximizing the functions of various actors from various elements. In the end, it will create a collaboration between ecological, social and economic elements, on the basis of increasing collective awareness for economic welfare based on the principles of justice and equity.

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BUILDING THE SPIRIT OF MILLENNIAL GENERATION IN ENTREPRENEURSHIP BASED ON LOCAL CULTURE IN THE DIGITAL ERA

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Abstract. Millennials are those born in 1980 to 2000, that generation is very close to technology and uses technology in every activity. In the next 5-10 years, millennials are expected to be the foundation of Indonesia's economy, where this generation is entering a productive age but this generation's interest in entrepreneurship based on local culture is still low. The purposes of this study are to build millennial awareness and enthusiasm in entrepreneurship without forgetting culture and to analyze what factors cause the lack of entrepreneurial enthusiasm in this generation. The research method used is literature study where researchers collect data from various books, notes, and various literature related to the topic being researched. The result of this research is to provide entrepreneurial education and motivation to the millennial generation in order to foster an entrepreneurial spirit in this digital era. It can be concluded that program for the building of young entrepreneurs based on culture is needed through several activities including increasing the added value of products, understanding the importance of using technology in product development and increasing the accessibility of capital and market sources.

Keywords: Millennial Generation, Entrepreneurship, Digital Era

I. INTRODUCTION

The more rapid the development of a country, the more rapid the development that is carried out to support operations and equitable distribution of welfare in that country. Not only infrastructure development being intensively carried out to support the programs and activities that will run, but also the development of Human Resources (HR) is being carried out intensively. In 2020-2045, Indonesia is predicted to have a population of productive age up to 70%, while 30% are people of unproductive age. This can have an impact on two possibilities, namely the demographic bonus or the demographic curse. A demographic bonus can occur if the existing human resources are of high quality so that it will have an impact on the country's economic growth. On the other hand, the demographic curse will occur if the number of people at this productive age is not of good quality, resulting in mass unemployment and a burden on the state.

Therefore, one of the efforts to develop human resources is to develop entrepreneurial interest, especially in the millennial generation. Millennial Generation or often referred to as Generation Y is an age group with enormous entrepreneurial potential and market potential. No wonder the millennial generation is the fastest to learn and adapt to all forms of digital technology innovation. The millennial generation has an important role in realizing national development. The way of thinking of the broad millennial generation and the very rapid development of digital technology can make them make a change through the existence of creative ideas which in turn create trends and can benefit society. The creation of entrepreneurs in the millennial generation can be a solution to various problems that occur in society such as poverty and social inequality.

An entrepreneurial spirit is not only limited to academic intelligence and product-producing skills but also a dynamic

spirit in capturing challenges and risks then turning them into opportunities and potential for. In addition, an entrepreneur has a share in economic development through the creation of innovation, employment and welfare. The creation of a business world will encourage the development of productive sectors and the greater the number of entrepreneurs in a country, the higher the country's economic growth.

But unfortunately, currently the number of entrepreneurs in Indonesia is still less than 2%. As we know that a country can develop if the number of entrepreneurs that is there is 2% of its population. When compared to other Asian countries, Indonesia is still far behind Japan by 10% and Singapore by 7%. There is still a millennial mindset to become employees and fear of taking risks, encouraging the low desire to be entrepreneurial.

Even though the opportunities are wide open and the abundance of culture in Indonesia has not been utilized optimally and attracts the attention of the millennial generation to start culture-based entrepreneurship. Often times this happens because they think that culture is closely related to something ancient. The emergence of this thought is because it is easier for foreign cultures to enter and influence the millennial generation. This causes the love for local culture to slowly diminish. Of course, the influence of foreign culture does not always have a negative influence, this requires the role of the government and self-awareness that the presence of foreign cultural influences can provide a number of positive inspirations that can be combined with local culture to finally create a new business based on culture. local but can be accepted by the millennial generation.

II. BASIC THEORY

A. Definition of Entrepreneur

The word of entrepreneur comes from French, namely *entreprendre* which means to do (to under take), the meaning of doing what is meant the activity of organizing and

regulating something according to Antohni. Meanwhile, literally entrepreneurship means entrepreneur, which means main, brave, noble, brave, role model or fighter, while business means activities that are carried out continuously in managing resources to produce goods or services to be sold for profit. So, entrepreneurship is a creative and innovative ability that is used as a basis, tips, and resources to find opportunities for success

Entrepreneurship is the result of a discipline, a systematic process of applying creativity and innovation in fullfil needs and opportunities in the market. In another definition entrepreneur is the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence.

An entrepreneur has a role to look for new combinations which are a combination of five things, namely:

1. Introduction of items and services
2. The method of source production
3. Sources of new raw materials
4. New markets
5. New industrial organizations

Opportunities will be easily exploited by an entrepreneur to create new businesses with large profit potential. Not only is the opportunity in a good condition, but also in a bad condition. Entrepreneurs can easily analyze the demand for items or services which is needed by society, even in bad conditions such as disasters and scarcity. The type of business that an entrepreneur is engaged in can be the creation of a new business or buying a long-established business.

Based on the explanation above, it can be concluded that entrepreneur is someone who starts a business that takes advantage of opportunities by using time accompanied by capital and risk and receiving remuneration.

B. The Characteristics of Entrepreneur

An entrepreneur must be someone who is able to look ahead and think calculatively, looking for options from various alternative problems and solutions. Therefore, an entrepreneur must have the following characteristics :

Traits	Characteristics
Confidence	Trust (firmness), not dependent, steady personality, optimism
Task and result oriented	Need or thirst for achievement, profit or result oriented, diligent and steadfast, full of initiative, energetic, full of initiative
Taking risks	Able to take risks, likes challenges
Leadership	Able to lead, can get along with other people , respond to suggestions and criticism
Originality	Innovative (reformer), creative, flexible, many sources, versatile, knowing a lot

Oriented to the future	Outlook, perceptive
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Source : Geoffrey G. Meredith et al, 2002

According to Scarborough and Zimmerer,eight characteristics of entrepreneurship include:

1. Desire for responsibility, namely having a sense of responsibility for the efforts they do. A person who has a sense of responsibility will always be introspective.
2. Preference for moderate risk, namely preferring moderate risk, meaning that he always avoids low risk and avoids high risk.
3. Confidence in their ability to success, namely believing in his ability to succeed.
4. Desire for immediate feedback, which is always wanting immediate feedback.
5. High level of energy, which is having enthusiasm and hard work to make things happen for a better future.
6. Future orientation, which is future-oriented, perspective, and forward-looking.
7. Skill at organizing, which is having skills in organizing resources to create added value.
8. Value of achievement over money, which is always assessing performance with money.

C. Millennial Generation and Digital Era

Millennials have self-confidence, a greater level of optimism, are expressive, free and challenge. Creating millennials has an open mind to new things and always wants to be different from others. They really use their creativity to create something new. This generation is in a relaxed working atmosphere and is able to do several things simultaneously (multi-tasking). They include caring about style (style) and quickly adapting to technology.

In this digital era, humans generally have a new lifestyle that cannot be separated from electronic devices, technology is a tool that can help most human needs because technology is considered capable of making all work feel easier and faster to complete. The important role of technology is what brings humans into the digital era.

Digital Economy phrases according to Don Tapscott:

- a. Knowledge: becomes an important element of the product
- b. Digitization: products and converted into one and number formats.
- c. Virtualization: physical things can be virtual
- d. Molecule: replacement of mass media into molecular molecules
- e. Internetworking: network economy with deep interconnection and economic entities
- f. Disintermediation: elimination of intermediaries and each standing between producers and consumers
- g. Convergence: convergence of computing, communication, and content
- h. Innovation: innovation is the main driver of trust in business
- i. Presumption: the gap between consumers and producers obscures producers in several ways
- j. Immediacy: this is a real-time economy that occurs at the speed of light

- k. Globalization: knowledge knows no boundaries, only the world economy
- l. Strife: the emergence of a huge social contradiction.

D. Positive and Negative Impacts of Digital Age

The digital era has brought various positive changes to the lifestyle of humans today, but at the same time it cannot be denied that the digital era also brings many negative impacts,



so that it becomes a new challenge in human life in this digital era. Challenges in the digital era

have also entered into various fields such as politics, economy, socio-culture, defense, security, and information technology itself. The following are the positive and negative effects of the development of the digital era:

- a. The emergence of e-businesses such as online stores that provide various necessities and make it easy to get them.
- b. The growth of innovation in various fields that are oriented towards digital technology that facilitates the process of marketing products.
- c. Improve the quality of human resources through the development and utilization of information and communication technology.
- d. The information needed can be faster and easier to access.

There are negative impacts of the digital era that must be anticipated and solutions sought to avoid harm or danger, including:

- a. Threat of violating Intellectual Property Rights (IPR) due to easy data access and causing plagiarism to commit fraud on a product.
- b. The threat of illegal transactions is getting bigger.
- c. Creating very tight market competition that threatens traditional traders.

E. Culture Based Entrepreneurship

The word "culture" comes from the Sanskrit "Buddhaya", which is the plural form of "Budhi" (reason). So, culture is everything that is concerned with reason. In addition, the word culture also means "mind and power" or power from the mind. So culture is all the power of the mind, namely creativity, taste and intention. Culture is a way of life that is developed and shared by a group and is passed down from generation to generation. Culture is made up of many complex elements, including religious and political systems, customs, language, tools, clothing, buildings and works of art.

Culture is a comprehensive, complex, abstract and broad lifestyle that is polarized in a distinctive image, which means that every product of a culture-based creative industry will have unique and distinct characteristics.

When someone decides to make a business based on culture means, that person thinks and acts to develop a unique and different creativity from others so that it can be more profitable. For example, by developing products that are characteristic of an area, both handicrafts and other products.

The diversity of cultures that exist in Indonesia can be very beneficial for an entrepreneur in developing a business based on local culture, because with this diversity the entrepreneur can explore the existing cultural wealth so as to create a different product from competitor products.

III. Method

The research method used by researchers this time is literature study in which researchers study, study and study various books, journals, and various literature related to the topic being researched and can be used as a theoretical basis.

IV. Discussion

A. Millennial Generation as Entrepreneurs in Economic Growth

The population of the millennial generation reaches 50.36 percent of the population of productive age, therefore the millennial generation will have control over economic development and community welfare. Millennial generation will be the main factor driving economic growth because along with the increasing personal consumption of the middle class and strong purchasing power, millennials are also known to be creative and innovative in using their ideas and knowledge. In addition, digitalization will help them achieve their goals in economic growth.

Through the use of technology, millennials will be able to automate various business operational processes and increase productivity to free up other more valuable resources and focus on development. Based on data disclosed by the Indonesian Internet Service Providers Association (APJII), out of 171.17 million internet users, minelials are the largest user group with a penetration of 88.5%.



Figure 1: Internet Usage Penetration

Source: <https://apjii.or.id/survei>

Indonesian internet user data of 171.17 million and 88.5% penetration are millennial users, this means that the opportunity to create business for millennials is more wide open. The use of the internet is also a potential market for business actors in Indonesia, especially millennials in this Digital Age. This condition can be a very potential business opportunity for both existing entrepreneurs and for novice entrepreneurs.

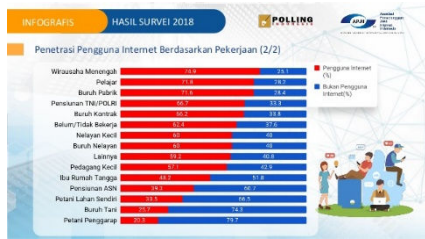
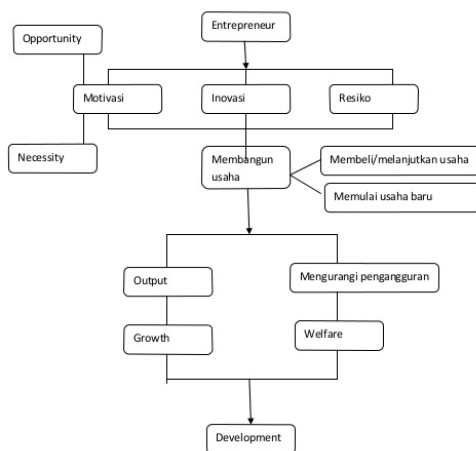


Figure 2: Internet User Titration by Occupation (1/2)

Source: <https://apjii.or.id/survei>

Based on the picture above, we can see that the business world is in the top rank in the use of technology to run its business, it has even become a crucial need. Through entrepreneurship, millennials can create small business units to large businesses that are initiated through the entrepreneurial spirit of the community. Business development carried out by millennials can slowly generate output growth and expand transactions of goods and services in an area.



Scheme of the Role of Entrepreneurship in Development

Source: Alma, B. (2013). Kewirausahaan. Bandung: Alfabeta.

Based on the table above, we can see that an entrepreneur can be a solution to economic development problems. Increasing the number of businesses developed by an entrepreneur means increasing the demand for labor. In other words, the millennial generation can be the driving force of the economy and play an active role in the country's economic development by becoming an entrepreneur.

B. Entrepreneurship Development Based on Local Culture

In several previous studies, it was explained that there is a relationship between culture and entrepreneurship. According to Saffu conducted research on the role of culture on entrepreneurship; where culture has a very important role in shaping entrepreneurship, both local culture and national culture.

Doing business while preserving culture is the right way to protect local culture from becoming extinct and forgotten. Moreover, the culture in Indonesia is very diverse, this can help business people to create and innovate so that they can create new ideas that have great opportunities but still uphold the values of the local culture. Great opportunities from the idea of upholding this culture can be used to open new businesses so that they can open new jobs.

C. Barriers that Millennials Meet in Culture-Based Entrepreneurship

Not all millennials realize that in this digital era the challenges faced are getting heavier, competition is no longer between traders in a local scope, but between countries, so the wider the market from all over the world is opening, making market competition more difficult.

In entrepreneurship based on local culture, the entrepreneur should be able to make an innovation that might later become a market trend without losing the taste/touch and the characteristics of local culture. If there is no innovation from the culture that is presented, the entrepreneur is considered to have failed in calculating the culture and has not kept up with the times.

However, it is also necessary to pay attention to how an entrepreneur takes care, manages, maintains and preserves the existing cultural wealth. So that the original cultural identity will not be lost.

V. Conclusion

The interest in entrepreneurship in the millennial generation is still low, sharing reasons that trigger this to happen, one of which is the fear of failure. Therefore, the government's role is needed in empowering the millennial generation because the existence of the millennial generation in entrepreneurship based on local culture in the digital era is certainly a big potential for the country. Entrepreneurship development based on local culture can be one of the creative ideas that millennials can develop in their business. In addition to preserving, maintaining, and introducing local culture to various countries in this way can also be an attraction for businesses owned by millennials.

It is undeniable that the world of entrepreneurship has played many important roles in the rate of economic growth in every country because economy and entrepreneurship are two inseparable fields, they work together to create prosperity. It is proven by the number of entrepreneurs owned by a country, the economic level in that country will experience good growth. Therefore, with the presence of a creative and innovative millennial generation who can take advantage of digital technology, this generation is expected to participate in building the country's economy and have a great opportunity to be successful. To make it happen, an active role of the government is needed to provide support, mentoring training and development so that the goals expected of this millennial generation can be achieved.

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ENVIRONMENTAL ECHNOLOGY INNOVATION TO BE AN ALTERNATIVE PRODUCT (BIOPLASTIC & REFUSED DERIVED FUEL)

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Abstract. Waste is an environmental problem that most dominates and cannot be resolved properly. One of the causes is human consumptive behavior which causes environmental damage. This is frightened by the large amount of garbage that has been mounting in several regions of Indonesia. If environmental problems continue and without management, human welfare will be achieved, one of which is economic welfare. The need for environmental technology innovation in waste management is a solution to environmental problems in Indonesia. Utilization of waste in environmental technology that creates an alternative ecopreneurship product can balance the economy and the environment, because besides being able to add to the pile of waste, the products of this environmental technology innovation can be used as a business to overcome economic burdens, one of which is Bioplastic innovation and Refuse Derived Fuel. Bioplastics are plastics or polymers which naturally can be easily degraded either through attack by microorganisms or by weather (moisture and solar radiation). Meanwhile, Refuse Derived Fuel (RDF) is treated with biodrying waste. RDF can be used as a renewable fuel derived from combustible waste. This study aims to introduce environmental technology innovation and the concept of ecopreneurship as an attractive and opportunity business concept.

Keywords: ecopreneurship, waste, innovation, environmental technology, bioplastic, refuse derived fuel.

I. INTRODUCTION

Waste is a problem that needs serious attention. Waste from year to year continues to increase in line with the rate of population growth. Population growth accompanied by high flow of urbanization to urban areas has resulted in a higher volume of waste that must be managed every day. This is getting more difficult because the management and management of waste is less than optimal. Likewise, from the active role and public awareness and funding which is still very low. In this system approach, it can help solve the complexity of waste management problems by looking at the problems comprehensively.

Industrial growth and urbanization in high urban areas of the world are increasing the volume and type of waste. Inappropriate waste management regulations and limited capacity and funding sources increase the impact of waste that is detrimental to human health and the environment, especially in urban areas. This is a major problem for central and local governments, especially in developing countries. Municipal solid waste management in general takes into account the main problems in solid waste management in Indonesia and various alternative solutions to solid waste problems by referring to solid waste management in developed countries (Curitiba). Furthermore, the problems faced will be discussed with a systems approach.

The increasing volume of waste in Indonesia will have an impact on the Indonesian state. One of them is the environmental and economic impact. In accordance with the ecopreneurship concept that economy and the environment will always be sustainable and must be addressed together. If environmental problems persist and without solving problems, human welfare will be difficult to achieve, one of which is economic welfare. Therefore the need for environmental

technology innovation that can be a solution between the two. This technological innovation is made in addition to protecting the environment, this technological innovation is also made to promote the ecopreneurship concept as an attractive and opportunity business concept.

II. BASIC THEORY

A. Ecopreneurship

Kirkwood & Walton sees ecopreneurship as an integral part of entrepreneurship. The definition of ecopreneurship according to Kirkwood & Walton (2010: 205), "Entrepreneurs who found new businesses based on the principle of sustainability." which means entrepreneurs who find new businesses based on the principles of sustainability. According to Walley & Tailor, ecopreneurs are among the drivers of change. Meanwhile, based on Isaak in Walley & Taylor, ecopreneurship is also called "green business" which is defined as a business that is found or run on the principle of sustainability while ecopreneurs is defined as individuals who find or run the business. Based on the above theories, it can be concluded that ecopreneurship is closely related to environmental sustainability because ecopreneurship is formed and run by ecopreneurs based on the desire for better environmental changes so that environmental sustainability is very much a consideration.

B. Environmental Technology Innovation

Environmental technology is a concept for a specific purpose. Where in its implementation refers to environmental factors. Improper use of technology can cause environmental damage. The existence of this technology aims to provide convenience and fulfillment of human needs. One of them is technology for waste management. Waste management

technology is very influential for human comfort and health. How can an area or a place apply technology in this waste management appropriately and as well as possible. As we know and feel, garbage that is just thrown away will certainly pollute the environment. It can cause uncomfortable effects, even serious effects that may be caused, such as disease and poisoning. For this reason, it is necessary to implement and use waste management technology. Innovations generated by environmental technology in waste management can produce products that are alternatives to ecopreneurship.

C. Principles of Environmental Technology

Simply put, environmentally friendly technology is technology created to facilitate human life without the need to damage or have a negative impact on the surrounding environment. Technology like this is expected to be able to protect the environment, for example in environmentally friendly technology tools that do not use pollutants, and in the end can provide appropriate handling of wastes that may be generated from these environmentally friendly technology tools.

There are 6 principles applied to the concept of environmentally friendly technology, namely:

1. Refine, which means using environmentally friendly materials and through a process that is safer than the previous technology.
2. Reduce, which means reducing the amount of waste by optimizing the use of materials.
3. Reuse, which means reusing unused materials or materials that are already in the form of waste and processed in different ways.
4. Recycle, which means almost the same as reuse, it's just that recycle reuses materials or waste and is processed in the same way.
5. Recovery, which means the use of certain materials from waste to be processed for other purposes.
6. Retrieve Energy, which means saving energy in a production process.

III.METHOD

This article is written with a method of reviewing articles, books, and research that discuss ecopreneurship and environmental technology. The discussion is carried out by examining environmental technology and product results created from environmental technology.

IV.DISCUSSION

A. Bioplastics

Biodegradable plastic or commonly known as bioplastic is a type of environmentally friendly plastic, can be degraded by microorganisms and all its components are made from renewable raw materials. Bioplastics are usually made from starch, vegetable oil and microbiota, which under certain conditions and at certain times changes in their chemical structure, which affects their properties due to the influence of microorganisms so that they can break down easily. Biodegradable plastics are a type of plastic made from biopolymers, which are a type of polymer composed of renewable biomass. Bioplastics can be used as packaging because they are not easily penetrated by moisture, so they can be used as packaging materials for ordinary plastic. Bioplastics that burn do not produce hazardous chemical

compounds. In addition, soil quality will increase in the presence of bioplastics, because the decomposition of microorganisms increases nutrients in the soil. Bioplastics can be used for packaging food products. Bioplastics function as a diffusion barrier for oxygen and water vapor as well as flavor components so as to create an internal atmospheric condition in accordance with the needs of the packaged product. The advantage of using bioplastics as food packaging is that they can extend the shelf life of the product and are environmentally friendly.

Industrial growth and population demand the use of plastic which is difficult to eliminate, even though the impact is not good on the carrying capacity of the environment. Seeing this, the Center for Agricultural Postharvest Research and Development (BB Postharvest) issued a bioplastic innovation from starch nano cellulose which is much more environmentally friendly. Bioplastic packaging has been produced quite a lot in foreign countries, even local industries also have several industries that produce bioplastics from cassava starch. However, the challenges are less heat resistance, less mechanical strength, and very sensitive to water. Therefore, many researchers as well as bioplastic producers are looking for solutions to overcome these shortcomings of bioplastics. Scaling up of nanocellulose production to an industrial scale is still a challenge going forward. However, innovation to support environmentally friendly technology will continue to be carried out and improved by providing competent human resources and nanotechnology equipment that respond to today's world challenges. Uses Bioplastics are often used for disposable items such as packaging, shopping bags, one-time catering equipment and for wrapping other foodstuffs that can be used as a solution for running a business. For food packaging, safe bioplastic to use is made from materials that will not cause chemical reactions when food is packed. Even not only that, the type of bioplastic with a sample thickness of 2 mm can break down 90% into CO₂ in 6 months, so it can also be beneficial for the environment.

B. Refused Derived Fuel (RDF)

Refused Derived Fuel (RDF) is a waste processing technology through the process of homogenizers into a smaller size. The result is a source of renewable energy in the combustion process, as a substitute for coal. RDF is flammable waste and is separated from non-combustible parts through the process of shredding, sieving and air classification. RDF is produced by separating the fraction of combustible waste and the fraction of waste that is difficult to burn from waste mechanically. RDF is known as an alternative fuel produced from combustible waste, such as plastic, rubber and leather waste, textiles, wood, paper, synthetic resin, wastewater treatment sludge and processed sludge.

The development of the first RDF in Indonesia is in Cilacap, it is hoped that this RDF can be a solution in future waste management. Not only that, this facility also provides benefits in the form of renewable energy. By processing it into RDF, it will greatly reduce the disposal of waste to landfills. By converting waste into RDF, the product can be used as a substitute for coal in the cement industry or coal steam power plant. This is why it is called a new milestone in waste processing, because its products can be used as fuel. The

potential is enormous, especially since Indonesia has 34 cement factories and more than 50 PLTUs. In one day, there are 28 thousand tons of waste that can be processed. The cost of producing processed waste using the RDF system requires IDR 300 thousand / ton per day or around 20 US dollars. As for coal, in one ton it reaches 40-50 US dollars. Even though the calorie value is up to 3,000 calories per ton. That way, the production costs of processing waste into RDF are more efficient when compared to using coal.

V. CONCLUSIONS

Based on the description above, we can conclude that environmental technology innovation will have a good impact on the environment and the economy, besides environmental technology innovation also provides alternative eco preneurship products that can address economic and environmental disparities. From the case studies, bio plastic and refused derived fuel can be used as inspiration and motivation for better waste management in the future so that we can build a country that is clean from waste. Due to the development of the times, there will be more and more environmental technologies that can be used as solutions in solving problems in all aspects including the environment and economy.

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VILLAGE RESOURCES AND OPPORTUNITIES TO BECOME ENTREPRENEURIAL VILLAGE

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Abstract. Each village has different resources, the resources that owned by a village, are one of the important assets. However, the village resources difficult to develop and manage because of limited ability, skills, and experience of the villagers. Many of them are choose to move and looking for other livelihoods, becoming factory workers and the other. So the existing resources are left unused. The method used in this paper is literature study about village resources and the relation with entrepreneurial village. This is an opportunity to make an entrepreneurial village, by utilizing the village resources and providing training to villagers about the importance of utilizing the village resources. Utilizing village resources as much as possible can improve the welfare of the village and the villagers. The village become independent entrepreneurial village and able to create competitive products from their resources by their self.

Keywords: Village, Resources, Entrepreneur, Entrepreneurial Village

I. INTRODUCTION

Many Indonesian people live in villages [3]. Village is a geographic areas where the local society is active, village have various potentials which are capable of developing the welfare of the residents [1]. Village resources is the one of potentials that owned by the village which able to improve the welfare of the villagers if properly utilized. Resources village is vary, including visible resources and invisible resources, such as a village atmosphere, a spirit of togetherness, mutual cooperation, and many more [1]. However, the conditions of villages areas in Indonesia in terms of socio-economy, and the ability to develop are various. [3]. This difference is an obstacle to developing the existing village resources.

The village resources difficult to develop and manage because of the many villagers have limited ability to develop the resources, skill to utilize the resources properly, and the experience to explore the village resources. Also the villagers who do not understand the potential of the village resources [1]. Even though, the resources used as a measure of Indonesia's welfare are exist in the village [1].

Many of them choose leave the village to the city and search decent work [3]. Because of many villagers not able to utilize their village resources, and also many villagers think that living in the city can change their life for better. They think, the income in the city is more than in the village, there are more job vacancies in the village than in the city, and there are many intellectuals in the city [1].

This is an opportunity to make an entrepreneurial village, by utilizing the village resources and providing training to villagers about the importance of utilizing the village resources. One of the solutions that can encourage the movement of the village economy is develop entrepreneurship in village communities [2]. The entrepreneurial village is not area bounded by administration, but it is an area which has a function and orientation similar, coincide with other territories that are interact with each other beneficial (synergize) [2]. Entrepreneurial village development also aims to increase the role of cooperatives

and UKM in the village, fostering new entrepreneurs, increase economic activity that can increase added value as well as open up employment [2]. The efforts to maximize the benefits of all these potentials in order to be able to provide benefits and benefits to residents and others. The goal is not only to increase income but also to become a living area for the local community [1]. Eventually, utilizing village resources as much as possible and become an entrepreneurial village, can improve the welfare of the village and the villagers.

II. BASIC THEORY

A. Village Resources

Village resources are everything that exists in the village, all the potential that the village has, which, if properly utilized, can be an added value for this potential. Village potential are power, strength, capability and ability of a village allows it to be developed in order to improve community welfare [5]. Broadly speaking, village potential can be divided into physical potential such as land, water, climate, geographical environment, livestock, and human resources, and non-physical potential such as society and its interactions, social institutions, educational institutions, and village social organizations, as well as village officials and civil servants [5].

The resources owned by each village are different, so their utilization is also different. The conditions of villages areas in Indonesia in terms of socio-economy, and the ability to develop are variou [3]. This is an opportunity that exists within the village resources that can be utilized as well as possible.

B. Entrepreneurial Village

Entrepreneurship can be defined as the ability to take advantage of something to be something that has more value, and can be accepted by many people, so that it is also beneficial for themselves and others. According to Joko Untoro (2010) entrepreneurship is a courage to make efforts to meet the necessities of life made by someone, on the basis

of ability by utilizing the potential that is owned by a village, to produce something useful for himself and others [2].

If the entrepreneurial village becomes an active movement, it will be very possible to encourage the village economic development. The entrepreneurial village is a program that can be developed to overcome the problems of unemployment, low income, and can increase the diversity of types of businesses in the village. Village community entrepreneurship can also mean organizing the existing economic structure in the village. All village assets such as land, water, environment, and labor can be used as capital for new business development that are driven jointly by all village elements [2].

III. METHOD

Literature study is used in writing this paper by searching various written sources, whether in the form of books, archives, article, journals, magazines or documents that corresponds to the problem being study. So that the information obtained from this literature study is used as a reference to strengthen existing arguments.

This literature study is carried out by researchers after determining the research topic and determining the formulation of the problem, before going to the field to collect the necessary data. The information obtained from this paper is used a reference from literature study to strengthen the arguments.

IV. DISCUSS

A. Village Resources and Obstacle to Utilize

Village resources are the asset that owned by a village, which is often not used and utilize properly. In terms of developing a village, many resources can be used. The village as a geographical area and a place for community activities has various potentials, both visible and invisible, to develop the welfare of the villagers. So far, these potentials have not received great attention because since ancient times this potential was not developed properly [1]. The potential of various village resources needs to be utilized as well as possible so that existing resources are not forgotten and neglected.

However, its hard to utilize the village resources because of many obstacle to make the village resources has value added. Many of the villagers are choose to move and looking for other livelihoods, becoming factory workers and the other. They think, the income in the city is more than in the village, there are more job vacancies in the village than in the city, and there are many intellectuals in the city [1].

The limited capabilities of the villagers make it difficult for existing village resources to be developed. Another problem that arises in the village is the inability of the villagers to understand the various potentials that exist in their village resources. Urbanization also the cause of villagers ignorance of the village's potential. In fact, as has been pointed out, the resources that are the mainstay of teachers for the Indonesian welfare movement are in the villages [1].

The qualification and quality of human resources in rural areas is also an obstacle to advancing the village. It has become commonplace, that the development centers in cities make many members of the people who are qualified scholars

or experts in certain fields, to settle in the city [1]. The pressures of economic life in cities allow it the emergence of various specializations in science, technology, services and skills (Suparlan, 1991: 8) [1]. Because of living in the city makes it easier for scientists to develop their knowledge, due to more adequate facilities for knowledge in the city. The intellectual community is also better able to guarantee their life in the city [1].

That same with all expertise, which that they should develop their village and utilize the village resources, but they prefer to live in the village with that reason. This in turn caused the village to lack the power to be used to discuss various problems. Nor do they have experts to identify the various potentials that exist in the village, even though there are potentially many resources [1].

B. Entrepreneurial Village and the Solution

Entrepreneurial village is an effort that can be done to overcome the difficulty of villagers to develop the village resources, that they have. The entrepreneurial village program is an effort to raise the potential of an area able to drive the village economy. This program also aims to increase roles cooperatives and UKM in the village, fostering new entrepreneurs, and creating jobs [2]. Village economic restructuring needs to be done immediately by optimally utilizing village resources in a manner that is in accordance with the conditions and needs of the natural community to achieve comprehensive and sustainable prosperity [2].

The entrepreneurial village development strategy is improving the quality of human resources, improving the quality of production equipment, developing business institutions, improving the quality of village officials, developing entrepreneurial village promotions, improving infrastructure quality, and preparing the community [2].

1. Improving the quality of human resources. The first strategy all need to do is, improve quality of human resources through the program training. As for the training material need to be given to the village community ideally includes 3 (three) aspects, namely: mental development of entrepreneurship, managerial skills development (soft skills) and skills improvement in producing innovative products (hard skill).
2. Improving the quality of production equipment. It is also necessary to develop a second strategy, namely increasing the quality of production equipment that used to produce something from village resources. Often the villagers only use makeshift production tools such as machetes, saws, knives and others and do not have heavy equipment. So, improving the quality of production equipment this must be done to facilitate the processing.
3. Developing business institutions.
The next strategy needed is the development of business institutions. There are two alternative forms of institutions that can be developed, namely cooperatives and village-owned enterprises, also call BUMDES.
4. Improving the quality of village officials. The success of the entrepreneurial village will also depend on the capacity of the village apparatus. Therefore, it is necessary to socialize this program and increase the capacity of village officials so that they are able to become partners of the local government in the success of the entrepreneurial village program.

5. Developing entrepreneurial village promotions. Promoting entrepreneurial villages that have been formed to all communities around the village as well as all Indonesian people is needed so that this entrepreneurial village can be known to the wider community, and its products will later be known by all communities.
6. Improving infrastructure quality. Another thing that supports the entrepreneurial village to be successful is adequate infrastructure, especially roads and other public facilities such as hospitals and schools. If the village infrastructure is adequate, it will facilitate access to information from the village into outside the village, which will facilitate the development of village resources.
7. Preparing the community. The entrepreneurial village development program needs to be supported by the readiness of the community to run an entrepreneurial village, especially the attitude and mentality of the community who should be happy with entrepreneurial activities. Another aspect that needs to be developed is that the community is aware of the importance of developing village resources. This strategy can be implemented through socialization programs, entrepreneurship training for village youth, involving community leaders and integrating entrepreneurial village development programs into the village development program.

The program entrepreneurial village with doing the strategy will be able to make the village utilizing their village resources into something which have value added.

V. CONCLUSION

Village resources can be used to the maximum utilized by villagers for the welfare of the village. So that the villagers does not find it difficult to manage the village resources, because every villagers must participate in managing their village.

Making an entrepreneurial village is a solution that can affect the development of the village. However, it is necessary to pay attention to several strategies so that the entrepreneurial village program can run well. The strategy to be a good entrepreneurial village are improving the quality of human resources, improving the quality of production equipment, developing business institutions, improving the quality of village officials, developing entrepreneurial village promotions, improving infrastructure quality, and preparing the community.

The existing village resources will not be neglected due to the limited capacity of the village community in developing them. Because every community participates in developing and prospering their village through entrepreneurial villages. So that the village becomes a village that is prosperous and independent with the village resources it has and village resources that have more value in the eyes of the village community and the community around the village as well as the people throughout Indonesia.

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THE ROLE OF CREATIVITY IN ENTREPRENEURSHIP

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Abstract. By having creativity on entrepreneurship, then it is expected to have new innovations for its business and get the business opportunities to get the biggest advantage. The purpose of the needs of creativity is to increase the excellence of the other products so that new and right on target innovations still able to compete with other same products. Therefore, creativity is very important for the company to have for development. The case study on drink company that do innovation in redesigning the package to be more stylish in order to change the image of the product to be more well known. The product named Coca-Cola that continuously do the innovation on creating new things in order to increase the sale and brand's perception in market's point of view by printing the consumer's name on the bottle. The way to get it is by visiting the website Share A Coke UK or Share A Coke Facebook to make virtual can by their name on the can's label. By adding the consumer's name on the bottle of the product, Coca-Cola gives a positive experience for the consumers. As if the Coke is specially made for them. This way is claimed to increase the brand engagement that is wished to increase their sale volume. Creativity is very important and the main capital that must the entrepreneurs had. Because without creativity the product will lose competitiveness and will not be able to survive the market competition.

Keywords: : Entrepreneurship; Innovation; Creativity; and Coca-cola.

I. INTRODUCTION

The role of innovation and creativity in product development and service's innovation have an important role in developing products and services in business. various entrepreneurial successes caused by creativity in developing product. intense competition in entrepreneurship push the entrepreneur to have a high creativity. The creativity skill should be based on advanced thinking, new different ideas than existed products. Various creative ideas generally can't be restricted by space, form or times and give the new innovations in business world that seems impossible in the first place. Nowadays various result of innovation that based by entrepreneurship creativity become a superior product and service. entrepreneurship through a creative and innovative process make more value to the products and services which then make various excellences include competitive advantage. The companies like Coca-cola is the example of the successful company on the products because they have creativity and innovation.

Entrepreneurship means different things to different people. Conceptually and in practice. Yet it's very etymology, derived from the French 'entreprendre which literally means, 'to undertake' indicates the minimum characteristics of an entrepreneur. From the perspective of economic functions, three crucial characteristics of entrepreneurial activity are: risk taking, innovation and venturing into new business activities for profit. For entrepreneurship, innovation and creativity is something that someone should have for the sake of the development and success of a business. Both of them are mostly viewed as the same thing. Innovation and creativity is the core of entrepreneurship. Actually an innovation in entrepreneurship is an ability to apply creative solution toward a problem and opportunity to develop or improve business performance. While creativity could be seen as an ability to develop the new ideas and to innovate the new ways to see the problem and opportunity. Abilities that generated by creativity is an ability to make something become new on its existence and formation of new original and unique ideas. The paradigm

of a creative person is thinking out of the box, open minded and feel free to reach something with new ways. Whereas, innovation is implementing creativity towards something to become a new combination and make a result. The definition of new here is not always original, but its novelty or renewed, which also means improvement, because innovation is not always new thing or new service, but repair or development of the thing or service that already exist. The development of business needs the ability of innovation and creativity to face the challenge in business, especially to find out the best product and service. a lot of products and services that generated by a successful businessman is the result of developed innovation and creativity in a business. Therefore, in this article you will get a solution to be a superior entrepreneur with an ability to do innovation and creativity.

II. BASIC THEORY

A. *Entrepreneurship*

The definition of entrepreneurial creativity needs to take into account two precise terms, creativity and entrepreneurship, that already are expression of unique peculiarities. Their merge can give back the conceptual meaning of this expression. In the light of this observation, the current paper starts from the analysis of these terms to after achieve a definition suitable for the purpose of this work.

Some of the most cited definition of creativity in the works on entrepreneurial creativity is that of Amabile et al. (1996, 2000, p. 368) and Sternberg (1999). The formers define creativity as the 'production of novel, useful ideas or problem solutions'; the latter as 'the ability to produce work that is both novel, i.e., original and unexpected, and appropriate, i.e., useful'. Coming back in 1942, Schumpeter used the expression "creative destruction" to emphasize the influence of entrepreneurial creativity and innovation on the creation of new products, services and organizations. More precisely, through creative destruction the entrepreneur

'reforms or revolutionizes the ijbm.ccsenet.org national Journal of Business and Management Vol. 12, No. 6; 2017

B. Creativity and Innovation

Creativity has been studied a lot with reference to a product, process, or an individual's personality trait. As a process, it is defined as, insight or productive thinking which arise when thinker grasps essential features of a problem and their relationship to a final solution (Wertheimer, 1945). Creativity has also been defined as a "bisociative process" which means connecting of two previously unrelated matrices of thought to produce a new insight or invention (Koestler, 1964). Similarly, creativity is considered as a problem solving process for small and large business firms (Newell, Shaw, Simon, 1962). Another thought defines creativity as, the ability or characteristic of creative individual (Guilford, 1950). This thought helps in developing social psychological phenomenon of creativity and it was later propounded as an individual's personality trait. Amabile (1996) in her theory of creativity defined three major components of individual level creativity such as individual expertise, creative thinking, and intrinsic motivation, provided the members are self-motivated and take challenges in the job. Individuals with proactive personality, having intense need for achievement, and internal locus of control are intrinsically motivated and strive to attain the challenging goals. Thus, creativity is defined as an outcome of novelty and usefulness by way of a product, process, or a personality trait.

Creativity is also considered as the initial step to innovation. Without creativity neither invention, nor innovation can occur. Thus, for attaining innovative outcomes, creativity is essential. Creativity results in novel and useful products, ideas or processes which facilitate innovation. Innovation is not a term itself but a considerable area of research. Innovation is launching a creative product or process successfully in the market. Assimilating innovation within an organization is called diffusing innovation or innovation diffusion (Roger, 1983). As per diffusion theory of innovation, five attributes act as major drivers of innovation in an organization: relative advantage, compatibility, complexity, trialability, and observability. These attributes help in infusing newly created ideas in organization as innovative outcomes. However, while reviewing innovation literature it was identified that, previous studies referred innovation as a generic concept and consequently do not differentiate between the two stages of innovation: the generation and adoption (George, 2007).

C. The Connection between Creativity and Entrepreneurship:

A thorough observation of the entrepreneurial process shows that creative thinking is the must have "skill" of an entrepreneur for the creation of new ideas. Creativity allows a person to devise interesting processes, which gives so many advantages to entrepreneurs.

But what exactly makes creativity so crucial and important in an entrepreneur's work life?

Creativity leads to success by:

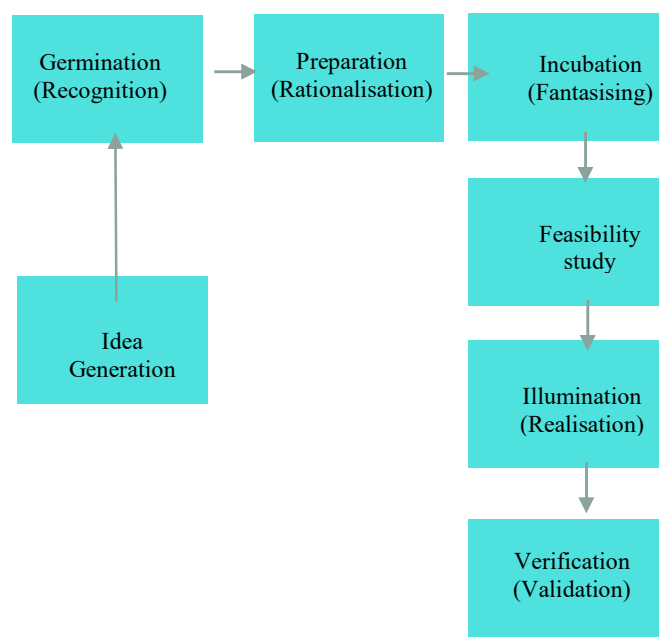
- Creating new ideas for competitive advantage. The whole process of entrepreneurship is rooted in creation

and exploration of new ideas. When an entrepreneur is able to generate a new idea that is feasible as well as efficient, it gives him an edge over the competition. The ability to explore different niches is just like a learned skill or a resource that is possessed by an individual.

- Thinking of novel ways to develop your product and improve the business. Creativity helps develop new ways of improving an existing product or service and optimizing a business. There is always a room for improvement in the deliverables of an enterprise; it is the creative entrepreneur who can assess how to do it.
- Thinking the unthinkable. Creativity requires imagination to produce the most obscure ideas. Imagination is needed to cross the boundary of "usual" and "normal" or to think outside the box. This allows entrepreneurs to think beyond the traditional solutions, come up with something new, interesting, versatile, and yet have success potential.
- Finding similar patterns in different areas. Sometimes, due to following a routine or a habit, the thinking process also goes along the line of those established processes. Creativity enables people to connect dissimilar and unrelated subjects and make successful entrepreneurial ideas. Merging different fields creates interesting intersections that creates new niches. Most people are afraid of bringing different disciplines together, but most interesting ideas come from colliding different fields.
- Developing new niches through creativity and entrepreneurship. In entrepreneurship, it is important that new aspects of traditional business are explored. This can be in the form of changing the method of manufacturing the product or delivering the service or how are they supplied to the user. All these areas can create a niche that has great potential in business.

D. The Entrepreneurial Process

The entrepreneurial process starts with conception and refinement of an idea, followed by implementation and management. The flow chart of the entrepreneurial process is shown below:



III. METHOD

In order to better clarify the examined topic we can take a wider experience, not only from a platforms or two we also could take it from any existing literature such as books archives magazines articles that are relevant with the topic that we studied. So the information that we collecting from the literature can be the data and reference to our existing stgments, because usually the literature study is brought by the researchers after determining the formulation and the topic itself, before they actually going to the field to have the actual data.

IV. DISCUSS

Looking for a great example of personalized marketing done right? We know that personalized marketing connects customers to brands on the deepest level. That's why so many companies are looking to find innovative ways to win customers by involving them in the story of their brand. In this case study, we are going to take a closer look at the success of an excellent personalized marketing campaign from Coca-Cola.

A. Coca-Cola's "Share A Coke" Campaign

In 2011, Coca-Cola launched their "Share-a-Coke" identity-based campaign that still runs to this day, and continues to resonate with consumers. Originating in Australia, the genius of this campaign has since spread to more than 70 countries worldwide. The Coca-Cola team launched this campaign to reconnect with a younger generation who weren't drinking as much of their product. In fact, 50% of Australian teens and young millennials at the time of the campaign's launch had never tasted Coke. By use of personalization tactics, Coca-Cola was able to successfully create an emotional connection with their consumers. Cans and bottles were labeled with the top 150 names in Australia.

B. CREATING AN EMOTIONAL APPEAL

The personalization of their labels resulted in customers scouring through store shelves and vending machines looking not only for their own name, but the names of their families, friends and co-workers. Since its launch, the brand has expanded their personalized reach from names to labels and moments by placing words like "BFF's" and "Superstar" on their labels. They've also explored adding their customers' favourite quotes and lyrics from various sources of pop culture. Today, customers can order customized apparel, cans, bottles, and other gifts from the Coca-Cola [Source](#)

C. Main Takeaway

Coca-Cola's Share a Coke campaign found a great way to include their customers in a part of their story. This shows the power of including your customers' name in your marketing messages. By adding a simple personal touch to their label, the brand was able to not only increase their sales, but bolster their cultural status among a younger generation.

IV. CONCLUSION

By the analysis of the selected papers, some interesting hints for conclusion come out. In particular there is confusion about the difference between creativity, innovation and invention. Let us start with some definitions:

Creativity is the capability or act of conceiving something original or unusual Innovation is the implementation of something new. Invention is the creation of something that has never been made before and is recognized as the product of some unique insight.

This aspect is underlined both in the contributions referred to the creativity as a process and to the theme of creating and catching opportunities. its the most required skills for young entrepreneurs especially in today's world where its completely digital.

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MAXIMIZING DIGITAL TECHNOLOGY TO PROMOTE LOCAL CULTURE

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Abstract. Asia, which is divided into 48 sovereign countries, certainly has a diverse history and culture from each region. Meanwhile, the information and knowledge obtained is usually just about one or two of the most famous distinctive cultures. The rest, we need to come and spend more time to learn about it directly. When talking about culture in Indonesia, of course it will take a long time to learn it. Especially in the current situation, it will be more difficult to travel into or out of a country. Everything has begun to switch to being done online by taking full advantage of the role of digital media. Many ways have been done to introduce and promote local culture to foreign countries. Such as modifying, rebranding, or selling some product that includes ethnical values in it. This activity is closely related to entrepreneurship, whose opportunities and participants are currently increasing. Accompanied by technological developments, the production of games, films and animations has become even more real with Virtual and Augmented Reality technologies. This paper was conducted by observations method regarding people's interest in local culture, business, and technological developments. Also, using literature studies to explore virtual technology, history, and cultures in Indonesia. Through appropriate promotion methods, it is hoped that the local community will be more interested and enthusiastic about starting a business. Due to the increasing development of local businesses, it can improve the regional economy.

Keywords: Local Culture, Promotion, Technology, and Entrepreneurship.

I. INTRODUCTION

Indonesia, as one of the countries crossing the equator, is part of the Asian continent. This country is an archipelago of more than 13.600 islands, diverse societies, with different languages, religions, and cultures.

The South China Sea and the Java Sea, bounded by the islands of Kalimantan, Sumatra and Java, and by the Malay Peninsula, have been compared by some historians to the Mediterranean Sea in terms of the role they have played in the region's history. The peoples living on the littoral of these Indonesian seas did not form a single community any more than did their counterparts in the Mediterranean region. But they have long been linked by ties of trade, religion and language that have helped to create a network of cultures which are related one to another [1].

With so many cultural diversity, let alone citizens of other countries, even the domestic community may not be familiar with all the cultures that exist in Indonesia. It seems that public awareness of cultural preservation is still low. There are still happens cultural claimed by other countries. Seeing the developments and phenomena that have occurred in the past 3 years, it is actually much better than before. But the author feels that the discussion about culture is always interesting and important. Especially with technological developments that are happening very rapidly and increasingly sophisticated nowadays.

The efforts to introduce local culture abroad have actually been done well. Indonesia often sends talented youth representatives to show our culture in other countries. However, these activities are not sufficiently effective and efficient under certain conditions.

Since the outbreak of disease that spread throughout the world, the impact is quite affecting so many things. Human activity must stop completely for a while, there are no

exceptions, including the tourism sector. Everybody is appealed to reduce their outside activity and not to travel too often, foreign and local tourists may enter a city or other area with certain terms and conditions for a limited time as well. Tourist spots, which are usually full and crowded, are empty of visitors. As a result, the regional economy decreased and suffered quite severe losses.

Fortunately, this situation happened in a modern era. Now, all of them take advantage and more rely heavily on digital technology in carrying out their daily activities. Almost all activities take place online to minimize and reduce the number of disease transmission that is more risky when met in person.

Online promotional, selling, and market transaction activities are now very effective and efficient. Unfortunately, it will only run smoothly with a strong signal. Meanwhile, not all regions in Indonesia have the same strength and capability for it. It is appropriate for us to further improve and maximize digital media in supporting aspects of life in today's modern era.

II. BASIC THEORY

A. Augmented and Virtual Reality Technologies

Virtual Reality (VR) and Augmented Reality (AR) are key technologies of Virtual Prototyping. They are easy-to-understand user interfaces to a virtual design space and facilitate an interactive exploration of the functionality of a new product [2]. VR means a fully computer generated, three-dimensional environment, while AR enriches the user's view on the real world with virtual objects.

VR applications support cases that need the ability to accurately visualize the object properties such as the type of material, roughness, color, shape, or curvature. Current VR systems mostly use classical rasterization techniques to generate images. However, in contrast to computer games

where the content development and optimization of visual display may require several man years, VR applications must be able to display and interact with a 3D scene almost immediately and essentially without much preprocessing or manual tuning of scene and display parameters [3].

B. Visual Design

There are three main things that are very important in achieving insight from a visual design, including exploration, rearrangement, and reconstruction. Based on the line, shape, color, texture, size, space, and its value, the final designs can be seen in two, three, or four dimensional form.

In response to the explosion of complex information in many knowledge domains, information visualizations represent and make accessible the structure and intricate relationships found in large sets of data. Information visualizations are applied to both abstract data and to concrete data about the physical world. With visualizations, the important information from more than a million measurement is immediately available. Visualization allows the perception of emergent properties that were not anticipated [4].

Web designs and animations are kinds of visual design in digital form. User Interface (UI) and User Experience (UX) are the primary means for web design development.

C. Entrepreneurship

In simple terms, entrepreneurs are people who have the soul to dare to take risks to open businesses on various occasions.

Entrepreneurship is an important issue in the economy of a developing nation. The economic progress or decline of a nation is very much determined by the existence and role of this group of entrepreneurs. There is no nation in the world that is capable of becoming a developed country without being supported by a number of young people and communities who are self-employed.

Entrepreneurship did not invent anything, it's actually upgrades the yield from resources, be sensitive to the opportunities, updates for new market and customer by applying the right management. So, not every small business is entrepreneurial or represents entrepreneurship.

Entrepreneurs are a minority among new businesses, they create something new and different; they change or transmute values.

Specifically, entrepreneurial management requires policies and practices in four major areas:

1. The organization must be made receptive to innovation and willing to perceive change as an opportunity rather than a threat. It must be organized to do the hard work of the entrepreneur. Policies and practices are needed to create the entrepreneurial climate.
2. Systematic measurement or at least appraisal of a company's performance as entrepreneur and innovator is mandatory, as well as built-in learning to improve performance.
3. Entrepreneurial management requires specific practices per- taining to organizational structure, to stalling and managing, and to compensation, incentives, and rewards.
4. There are some "don'ts": things not to do in entrepreneurial management [5].

III. METHOD

Literature study conducted by searching various written sources, whether in the form of books, archives, magazines, articles and journals, or documents that are relevant to the problem being studied. So that the information obtained from this literature study is used as a reference to strengthen existing arguments. This literature study is carried out by researchers after determining the research topic and determining the formulation of the problem, before going to the field to collect the necessary data.

Make observations on some behavior, variables, and attitudes three to five years ago in order to get primary data directly. Observing, comparing. and making conclusions from the data that has been obtained to find the problem solutions.

IV. DISCUSS

A. Design Development in Indonesia

Design, as a visual form, is made to describe a message and make it easier to understand by the others. Designs can be found everywhere, because everything need it. Like fashion, design is always evolving and changing over time.

1. Indonesian Local Pattern and Color

The visual forms that are formed are very diverse and have continued to develop since ancient times. Since the era of the kingdom, the colonial period, independence, until now, the current new order, the visual forms and patterns have always developed along with the development of various traditions and cultures in each region.

Due to the large number of foreign traders who stopped by in Indonesia, not only carrying merchandise, European traders who also had a mission to increase wealth, glory, and spread their religion, had a significant role in create the traditions and cultures here. The arts and various cultures that we know today are the result of acculturation of the local culture and foreign culture that they brought. Geographical conditions also affect differences in cultural and traditional variations in each region. Each island has different distinctive colors, shapes, and patterns. Our local patterns are divided into three major groups, including:

- a. Flora
- b. Geometric
- c. Figurative

They symbolize the diversity of resources which then develop into varied and meaningful forms.

One of the most famous culture form Indonesia that have been claimed by other countries are Batik. In Indonesia, there are more than a hundred Batik's motif with differ story, differ meaning. Many foreign people's interested to learn about it like how they interested to see Borobudur Temple and learn about the story [6].

The colors also looks different in each region. But, they use natural ingredients, so the result was bright primary colors. Furthermore, gold and silver are also often used.

The island of Sumatra, is more dominant with red and gold, Java Island's uses a lot of brown and green, Kalimantan is also dominant in brown and black, Papua with yellow and black, Sulawesi's dominant colors are almost

similar to Sumatra, and Nusa Tenggara's dominant colors are blue and orange.

2. Manual and Digital Design

Almost all the cultures, arts, and historical places in Indonesia are handmade by our predecessors and have been taught from generation to generation. Indeed, there are several developments in the used tools.

The digital media development in Indonesia is sufficient to keep up with other countries. The appearance of websites, applications, and animations in our country has seen a marked improvement. The work quality is no less competitive with developed countries that have been the pioneers before.

B. Increasing Region Qualities through Entrepreneurship

Indonesia is well-known as a country with a lot of human resources in the world. Youth population is the largest today. They are the ones most expected in all things.

Entrepreneurship was so famous and important nowadays. It is one of many ways and chance to make some movement that can improve something, especially for business and economic sector.

IV. CONCLUSION

It remains how our efforts are in utilizing the diversity of materials that can be used in branding and promotion activity for the sake of advancing Indonesia. How we can see our opportunities to improve and compete in a digital era nowadays.

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IMPLEMENTATION OF CLEANER PRODUCTION CONCEPT AS AN ADVANCED LEVEL OF ENTREPRENEURSHIP IN THE ERA OF INDUSTRY 4.0 (CASE STUDY OF PT. IKPP)

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Abstract. The world currently has entered the era of the Industrial Revolution 4.0 marked by increasing technological developments. The pulp and paper industry is one of Indonesia's leading agro-industrial commodities. The production capacity reaches 10 million tons and 17 million tons for pulp and paper production with raw material requirements reaching 45 million m³. The various environmental crises that hit our country today show that there are mistakes in the way of economic development that we are taking, especially in the industrial sector. Because of this, a better strategy change is needed after the end-of-pipe strategy, a strategy that has the potential to be cleaner production. This article is compiled to see the cost savings of the pulp and paper industry's production process that implements cleaner production and provides an overview for entrepreneurs to be able to calculate the profit and loss for the business being run related to the application of cleaner production. Based on a literature review on the application of clean production in PT. IKPP applied to white paper recovery, paper machine, and recycling at finishing proved to be able to get a profit of IDR 646,024,400.00 per day and can be used as a reference and inspiration for other entrepreneurs to be more sensitive and care for the environment.

Keywords: Cleaner Production, Entrepreneur, Industrial Revolution 4.0, Pulp and Paper Industry

I. INTRODUCTION

The world currently has entered the era of the Industrial Revolution 4.0 marked by increasing technological developments. The Industrial Revolution 4.0 produced many inventions, products, and sophisticated technology that can bring tremendous impact and rapid change so that it somehow can change human civilization [1]. In this era, the daily activities can be improved by altering the efficiency in time and process quality, as well as varying the types of available products. However, behind all the advantages, this revolution can also bring negativity to human life as well as to the environment. Wastes generation, greenhouse gases emissions, and non-degradable product wastes that will be accumulated in the earth can degrade the environmental quality. Those are a few examples of negative impact generated by activities in the Industrial Revolution 4.0 era [2], [3]. Beside, a mass unemployment will likely be occurred due to automation and digitalization processes of production activities [4].

The pulp and paper industry is one of Indonesia's leading agro-industrial commodities [5]. The production capacity reaches 10 million tons and 17 million tons for pulp and paper production with raw material requirements reaching 45 million m³ (Kemenperin, 2017). Liquid waste generated from the pulp and paper production process contains organic and inorganic compounds such as lignin which results in black waste and has a high COD (Chemical Oxygen Demand) value [6].

The various environmental crises that hit our country today show that there are mistakes in the way of economic development that we are taking, especially in the industrial sector. The government, the business community, and the public are aware that the end-of-pipe approach is being introduced as a strategy to protect the environment is not a cost-effective way. In fact, cost savings are one of the important factors in competitiveness, as a result, many business circles are less enthusiastic about managing the environment [7].

Because of this, a better strategy change is needed after the end-of-pipe strategy, a strategy that has the potential to be cleaner production [8]. Cleaner production has the concept of minimizing waste from sources in various ways such as reduce, reuse, and recycle, this can increase the profits of companies that implement [9].

This article is compiled to see the cost savings of the pulp and paper industry's production process that implements cleaner production and provides an overview for entrepreneurs to be able to calculate the profit and loss for the business being run related to the application of cleaner production.

II. BASIC THEORY

A. Pulp and Paper Industry

The pulp and paper industry is an industry that processes wood as a base material for producing pulp, paper, board, and other cellulose-based products. Cellulose is an organic compound that is abundant in nature which is generally found in wood. Pulp (which is made from raw materials with cellulose fibers) approximately 60% in developing countries uses the main components of pulp / paper made of wood-based cellulose fibers, such as straw, bamboo, hemp, reeds, and bagasse. The paper-making procedures include preparing materials for processing, paper-making mechanisms, paper washing and filtering, mechanical processing with chemicals, bleaching, paper preparation, and paper making [10].

B. Cleaner Production

The Cleaner Production concept was coined by the United Nation Environmental Program (UNEP) in May 1989. UNEP states that Cleaner Production is an environmental management strategy that is preventive, integrated and applied continuously to production processes, products and services to improve eco-efficiency so as to reduce risks to human health and the environment [7].

The International Labor Organization states that Cleaner Production (CP) is a strategy to reduce environmental pollution and simultaneously reduce resource consumption. The main focus is on process and loss reduction, in accordance with the objective of minimizing input (resources such as labor, materials, capital, and energy) while maximizing output (the final product to be sold to increase company income). Cleaner Production does not only focus on technical improvements, but includes an unified view that is not limited or concentrates on one aspect of the problem. Cleaner Production emphasizes efforts to prevent waste and unnecessary use of resources, making comprehensive pollution control and countermeasures only as a last resort. Cleaner Production can be described in three main parts:

- Prevention and minimization - avoiding waste production and ensuring efficient use of resources
- Reuse and recycling - recovery of materials and waste for productive use
- Clean and efficient energy - maximizes the productivity of energy inputs and minimizes pollution. [4]

C. The practice of implementing clean production

There are practices that can support the implementation of clean production such as:

1. Good Housekeeping

Includes procedural, administrative and institutional measures that can be used to reduce the generation of waste and emissions. This concept has been widely applied by industry in order to increase efficiency by means of good operating practices which include developing cleaner production, developing human resources, handling and investing in materials, preventing material / material loss, separating waste by type, calculating costs, and scheduling. [11]

2. Input Substitution

Aims to reduce or eliminate hazardous and toxic materials that enter or are used in the production process, so as to avoid the formation of B3 waste in the production process. Input material changes include material refining and material substitution. [11]

3. Better Process Control

Better process control includes operational procedures, equipment instructions and process logging with the aim of running processes more efficiently and at lower levels of waste and emissions. [12]

4. Equipment Modification

Equipment modification is modifying existing production equipment and utilities to run processes with higher efficiency and lower levels of waste and emissions. [12]

5. Technology Modification

Includes process and equipment modifications made to reduce waste and emissions, technology changes can range from simple in a short time and low cost to changes that require high investment, such as changes in equipment, plant layout, use of automated equipment and changes in process conditions. [11]

6. On-site Reuse

on-site reuse is an attempt to reuse the materials contained in the waste, either for reuse in the initial process or as input material in another process. [11]

7. Product Modification

Includes product substitution, product conservation, and changes in product composition. [11]

8. Using Energy Efficiently

The aim of this practice is to reduce the environmental impact of energy use by increasing energy efficiency and using energy from renewable sources. [12]

III. METHOD

This article is written using the literature review method and examines articles that discuss cleaner production and research on the application of cleaner production in the Paper and Pulp Industry. The discussion was carried out by analyzing data from the Paper and Pulp Industry in implementing cleaner production.

PT Indah Kiat Pulp and Paper is the company selected in this study as the object of data collection in the application of cleaner production. The data collected comes from the company PT Indah Kiat Pulp and Paper, especially data regarding the production process.

IV. DISCUSSION

Based on the literature on the implementation of clean production at PT. Indah Kiat Pulp and Paper (PT. IKPP) is carried out in 3 ways, namely White water recovery in stock preparation 3/6, implementation of clean production in paper machines, and recovery in finishing.

White water recovery is an activity carried out to treat residual water or backwater by adding chemicals to separate paper fibers from water. The fibers that have been separated will be pressed to reduce the moisture content which will then be returned to the raw material storage area for processing in the pulper. Meanwhile, the water will be stored in the water tank to be reused as a medium for burying raw materials in the production process. Water recovery by treating water from the remaining production is a very good step, because it can reduce the liquid waste that will be formed besides that the treated water can be used as a burial medium and the separated fibers can be used as raw material [13]. This is certainly very beneficial for the company because it can save on waste processing costs and reduce the use of resources (raw materials). Based on the literature, the profit that can be taken from this activity is IDR 126,024,400.00 / day.

Implementation of clean production is also carried out in the paper machine section by applying the principles of reduce, goodhouse keeping, and reuse. The principle of goodhouse keeping is implemented by PT. Indah Kiat Pulp through activities to reduce fiber loss by optimizing the performance of production machines in the paper machine, intensively controlling machines, and paying attention to the raw material formula. In addition, controlling the quality of the slurry in stock preparation is also carried out to ensure that the slurry is free from dirt that will hinder the formation process, adjusts the turbulence to the head box and roll pressure during pressing so that it does not break, besides that the work environment is made comfortable for the

workers. workers because the work environment is not hot, this can be achieved because PT Indah Kiat Pulp & Paper conducts efficient use of steam which is reducing hot steam that is distributed to an environment that has a lower temperature than reduced steam.

In addition, the principle of input substitution, reduce and reuse is also applied through the reduction of the dose of chemicals in the production process [14]. This principle still does not reduce the quality, selecting raw materials that do not consume too many chemicals by using raw materials from waste paper that are still eligible for raw materials, and reusing discarded sheets when passing through wire parts that occur in paper machines (broke) by sending the broke back to the paper machine to be processed again through the initial stages. These activities have brought profit to the company, in September 2005 the amount of production in the paper machine was 35,000 tons, so the number of broke was 3,500 tons. With a fiber price of Rp.3,600,000.00 per tonne, the company can pocket profits of IDR 12,600,000,000.00 per month or IDR 420,000,000.00 per day.

Recycling is also carried out during the finishing process where defective or non-quality products are sent to the warehouse and then reprocessed in the production process from the beginning as raw materials. This practice can guarantee the quality of products that will be marketed and can reduce the cost of raw materials because raw materials can be added from the reject products, based on the literature the number of rejects is 20 tons per day and the price per ton is IDR 5,000,000, so this activity has profit of IDR 100,000,000.00 per day.

Summed up the benefits of white water recovery and reuse of broke will get a profit of Rp646.024.400,00 per day

V. CONCLUSIONS

Based on the above description, clean production can be an alternative that can be done as an environmental treatment strategy that is preventive and implemented in an integrated manner. Application of cleaner production in PT. IKPP applied to white paper recovery, paper machine, and recycling at finishing proved to be able to get a profit of Rp. 646,024,400.00 per day, the application of goodhouse keeping performed can also speed up the production process and ensure the health and comfort of workers.

The concept of implementing clean production PT. IKPP can be used as a reference and inspiration for other entrepreneurs to be more sensitive and care for the environment but without eliminating the financial and non-financial benefits of the company.

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ECOPRENEURSHIP IS A NEW APPROACH TO MANAGING ENVIRONMENTAL PROBLEMS IN CREATING ECOLOGICAL EQUILIBRIUM

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Abstract. Media or academic discussions on issues about environmental reform have shown increasing appeal with what is called "Green Entrepreneurship" or Ecopreneurship. Entrepreneurial collaboration and ecopreneurship are considered capable of overcoming business and the environment as well as being a key driver in environmental innovation. The ecopreneurship study aims to capture the trend of this issue in business activities. The ecopreneurship concept can be studied through the elaboration of the green political concept with economics or entrepreneurs. This view of the impact of ecopreneurship is rooted in the literature on conventional entrepreneurs, the study of entrepreneurship, most closely related to its founder, Joseph Schumpeter (1934) [1]. He sees entrepreneurial activity as an agent of change, forging new ways of doing competitive things by overhauling the traditional way of doing things. In recent years there has been an increase in well-known ecopreneurs, such as The Blue Angel Form Germany, and KEITI From the Republic of Korea. Sustainable solutions in the collaboration of the business world and the environment present innovations that are used to realize environmental improvements and realize goals regarding ecological equilibrium.

Keywords : Ecopreneur Approach, Green Politics, Environment, Ecological Equilibrium

I. INTRODUCTION

The idiom about entrepreneurship is an answer to the large inequality gap in population growth rates. Entrepreneurship development is an opportunity for one solution in solving the problem of inequality between the high population growth rate and opportunities in the world of work. The increasing entrepreneurial activity will have an impact in various ways. One side of the community's economic conditions will improve along with the development of the entrepreneurial world. However, this contradicts the impact, especially on the environmental impact resulting from entrepreneurial activities, particularly activities related to the industrial sector. The problem of environmental impact is often overlooked. Whereas the development of the entrepreneurial world leads to the exploitation of existing resources and tends to damage the environment. This condition is increasingly interesting the definition of sustainable. Therefore, it is necessary to have a concept that can connect the entrepreneurial concept with the concept of a sustainable environment. Activities resulting from entrepreneurs so far are only oriented to the amount of output or profit generated. So that good ethics in producing these products becomes less responsible. Therefore, it is necessary to have an entrepreneurial concept that is oriented not only to focus on profit, but also ethically and morally to demonstrate ecologically responsible behavior. Therefore, in this article I will try to explain the elaboration of the concept between Entrepreneur and Green Politics becomes "**Eco - preneurship**" as a concept that bridges economic and environmental aspects. This discussion originated from my concern about entrepreneurial practices that ignore ethical and moral values for the environment.

The background for this ecopreneur image is the paradigm of ecological modernization that is increasingly important for environmental policies and practices of industrialized countries (Dryzek, 1997) [2]. The main premise of ecological modernization is that economic and environmental goals are positive numbers play; that the health of one depends entirely on the health of the other, and most importantly that the current capitalist system is seen to have the capacity to develop sustainable solutions to environmental problems - that capitalism drive for innovation can be harnessed to bring about environmental improvements. From this point of view, it is argued that the market is driving the "**greening**" of the industrial sector through increasing demand for environmentally friendly products and services. The creation of this "**green market**" is increasingly driven by the increasing need for environmental technology to meet increasingly stringent regulations. In turn, this has created space, and an increasing need for a form of business that seems to work on two logics often considered incompatible-commercial and environmental or green. The emerging literature on eco-preneurship aims to capture this trend in business activities.

II. BASIC THEORY

Entrepreneurship can be translated to mean entrepreneurship, according to Hisrich (2008) entrepreneurship is the process of creating a new something, requires time and effort, is brave enough to take risks both in financial, physical, and social risks followed by the rewards you get [3]. Another definition stated by Sri Edi Swasno (1978) in Suryana (2003) is that entrepreneurship is a pioneer in business, an innovator, a risk bearer, who has a vision for the future, and has an advantage in achieving in the business field [4]. A more specific description is put forward by Frederick (2006) in Wijatno (2009) emphasizing that there are 17 characteristics inherent in entrepreneurial actors, including: (1) commitment, (2) strong motivation to achieve, (3) oriented to opportunities and goals, (4) initiative and

In the development of global dynamics around environmental aspects it has been a relatively long highlight, however, until now this problem is still a topic that is rarely discussed and followed up. Even though the contemporary world will always feel the negative impact that occurs on the environment along with all life activities that cannot be separated from the environment. According to Apriawan (2009), environmental problems during the 60s and 70s have become a global issue that lives with the world community. The protests that started from a minority of environmentalists brought this issue to the attention of the international community [6]. At the same time, Green Politics Theory (GPT), whose thinkers called themselves The Greens, began to develop. Environmental problems do not only affect one country, but have spread in every country with different crucial levels. Like it or not, all countries in the world are flocking to find solutions to the environmental crisis. The issue of the global environment is the third most important issue accompanying the classical agenda in international politics, namely regarding security and the economy (Suharko, 1998) [7]. Green Politics Theory has a main focus on ensuring environmental sustainability for the next generation (Apriawan, 2009) [8]. Patterson (1996) in explaining GPT provides clear boundaries between GPT and environmentalism [9]. Environmentalism accepts a

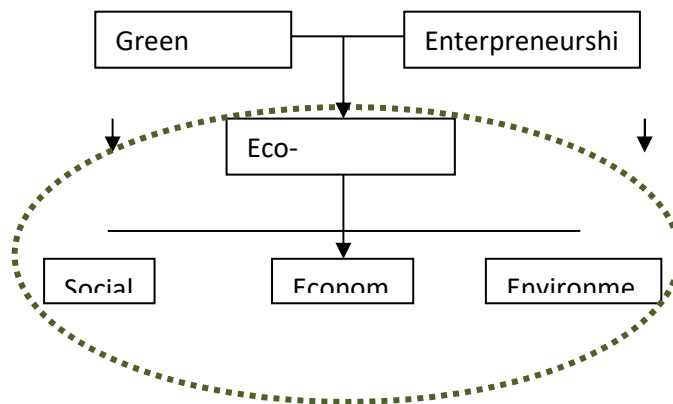
A. Entrepreneur

responsibility, (5) decision making, (6) seeking feedback, (7) internal focus control, (8) tolerance for ambiguity, (9) calculated risk taking, (10) integrity and reliability, (11) tolerance of failure, (12) high level of energy, (13) creative and innovative, (14) vision, (15) independent, (16) confident and optimistic, (17) team building [5]. That way, universally actors who have an entrepreneurial spirit are people who dare to open up an independent business opportunity and have good capabilities in creating and managing existing opportunities. Entrepreneurial development can deliver a person to achieve prosperity amid existing economic gaps. The development of the entrepreneurial world can also reduce the number of unemployed people through labor absorption and the employment opportunities it generates.

B. Green Politics

framework in political, social, and economic realities. This movement tries to fix environmental problems with existing structures.

Meanwhile, the GPT considers that the existing structure is the main basis for the emergence of the environmental crisis. Green Politics separates anthropocentrism from eco-centrism. The main idea of the GPT is eco-centrism and rejects views that are anthropocentrism. Ecocentrism in other words is a form of emancipation of all entities that have been given. Therefore, humans are not free to dominate the natural balance. The green theory shows that economic growth is the root cause of the current environmental crisis. GPT shows its concern over the global ecological crisis which has become increasingly crucial and shows its tendency towards efforts to deal with the crisis. In GPT sustainability, what is meant is not the development, but the ecological balance, humans and other living things. GPT believes that maintaining ecological balance and saving it from crisis, which is basically to protect the people themselves. Because what we get from nature will return to nature and ourselves. So that sustainability that must be maintained is an effort to maintain environmental balance, not on the sustainability of the development target. The following is an overview of the framework of the collaboration of Green politics and entrepreneurship :



Triple Bottom Line
 Fig 1. Green Politics and Entrepreneurship collaboration skema

III. METHOD

The method used in this research is descriptive - analytical method, which is a method used to describe, classify, and analyze the symptoms or phenomena that occur in the environment. By referring to the framework and concept theory used. In this study, an analysis is needed to find out how "**ecopreneurship**" is used as an approach to dealing with environmental problems. Because so far the sentiment regarding environmental issues has not been paid attention to, even though in fact environmental problems have reached a crucial point and have had many negative impacts on the sustainability of life. The literature study conducted by the author is to search for various print and digital sources in the form of books, archives, magazines, articles and journals, as well as documents relevant to the study under study. So that the information obtained from this literature study is used as a reference to strengthen the explanation of existing concepts. This literature study is carried out by researchers after determining the research topic and determining the formulation of the problem then collecting the data needed to strengthen it in the discussion chapter.

IV. DISCUSS

A. Phenomenal of Environmental Problems

Referring to the concern over the development of entrepreneurship in a world colored by turbulent problems and selfish practices of industrial actors who only focus on profit without thinking about their responsibility to the environment to continue to create a stable and balanced environmental condition between business and the environment. In fact, environmental balance should also be achieved for the sake of empowering the current community and future generations. If left untreated, the negative impacts arising from entrepreneurial activities will

have a very broad impact. The condition of the damage that occurs indicates that the economic activities carried out raise concerns as a factor causing changes in the natural environment, starting from climate change, reduction and destruction of natural resources on earth, pollution, damage to habitats and ecosystems (Cohen and Winn, 2007) [10]. The environmental crisis that occurred became the public spotlight to be more aware of the urgency of maintaining environmental balance. Countries around the world have exploited forests, fisheries, excessive mining, pollution on the pretext of accelerating the wheels of economic growth and solely for the welfare of their citizens. Based on records, air pollution from industrial emissions, vehicle exhaust gases, and fuel kills more than 2.7 million people each year (UNDP, 1998) [11]. Can faster or slower economic growth guarantee protection of capital? In fact, the same fast or slow economic growth has contributed to environmental degradation. For example, China, which is the 15th city of the 20 most polluted cities in the world (World Bank, 1995) [12]. Countries that experienced rapid growth in economic reforms in the 1980s, such as China, Korea, Malaysia, Thailand, saw their carbon dioxide emissions doubled or even tripled after economic growth and reform took place. Even more than that, here are the records of environmental degradation that have occurred in the world:

1. Market leader, Oil palm in Indonesia

World consumption of palm oil reaches 27.5 percent, more than soybean oil, which is only 23.9 percent. From an economic point of view, palm oil has indeed contributed as much as 1.4 US dollars, but behind it all forces biodiversity to be eliminated. The Bornean orangutan is one example, whose population has decreased by as much as 50 percent due to the expansion of oil palm plantations (National Geographic Indonesia) [13].

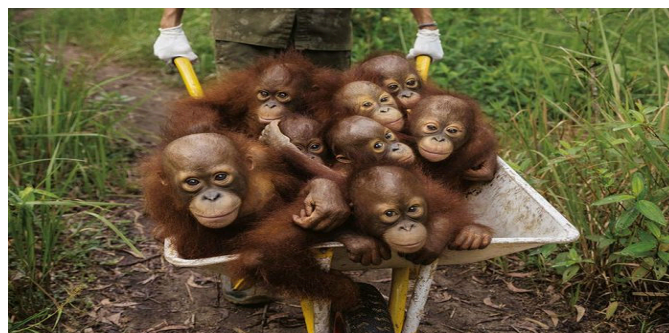


Fig 2. Orangutan Kalimantan, National Geographic Indonesia

2. Bangladesh

This country is dubbed the country with the worst living environment in the world. This country is the center of the major textile industry in Asia. According to a report by The New York Times, factories in Bangladesh flow toxic waste to local water sources, destroying rice fields,

bad fish stocks, and disrupting drinking water supplies (The DailyStar) [14].

3. Pakistan

More than 310,000 mortality figures are recorded each year due to pollution. This is due to the absence of an air filter in industrial companies (Climate Ability News) [15]. And there are many more crises faced by the

environment as a result of economic industrial activities that ignore morals on the environment. A real picture of the Environmental damage that has occurred is also shown in a documentary film entitled "A Plastic Ocean (2016)". The film begins with a journalist named Craig Leeson who then return to nature will come back to us, for that if we want feedback, take it and return it well to nature and vice versa, that's the cycle.

wants to find a blue whale but it is really sad what he found, namely a pile of plastic waste that fills the Indian Ocean, Sri Lanka Coast. The reality that is shown in the film teaches a lesson that what we take from nature and



Fig 3. A Plastic Ocean Film Poster

A. International Law

Thinking about pure environmental protection only started in 1930. This condition was marked by the signing of "The 1933 London Conventions Relative to The Preservation of Fauna and Flora in their Natural State" which was enforced in the African region. The second convention that emerged was "The Convention of Nature Protection and Wildwife Preservation in the Western Hemisphere". After that, many conventions that regulate pollution began to emerge, especially in the sea. Then in 1954 a convention was signed called "Marine Pollution" which was also followed by other agreements regarding pollution. Thus at that time, a new era began to support the growth and enforcement of international environmental law. In 1972 the United Nations began its movement to protect the environment by holding a world conference on the environment in Stockholm. The need for this conference is due to pollution known as "Black Tides" due to the sinking of the tanker Torrey Canyon on the coasts of France, England and Belgium (Melda, 1998) [16].

The Stockholm Declaration on the Human Environment states that:

"... man is at once the creature and molder of his environment: the natural element and the man made are essential to his well-being and to the full enjoyment of basic human rights, even the rights to life itself".

And the declaration recognizes that:

"... the natural growth of world population consistently poses a problem for the preservation of the environment" (Stockholm Declaration, 1972) [17].

Another important outcome of the Stockholm Declaration is "the Action Plan for the Human

Environment" which consists of 109 resolutions. At the suggestion of the Stockholm Conference in 1977, the United Nations General Assembly then established a special body called the "United Nations Environment Program (UNEP)". Starting from these conferences, many countries in the world have also ratified international environmental law into their state regulations. However, it is still very unfortunate that there is bias towards the ratification of these regulations which are merely formality and legality. This is because in fact many have ratified but are practicing environmental damage. An example is America, which is one of the largest gas emitters in the world, stating that its country has left the Paris Agreement which regulates gas emissions. That is just one example of the contradiction of existing regulations with the practices being implemented, and there are many other similar phenomena that occur in the world.

B. Ecopreneurship

Ecopreneurship is an entrepreneurial concept that emphasizes moral responsibility to maintain environmental balance and life sustainability by paying attention to good production and distribution processes. The implementation of the ecopreneurship concept requires the contribution of all parties amid the "wild" flow of entrepreneurship to realize ecological, social and economic aspects. Both the economic industry actors, the community, institutions, and the government have an important role in the process of achieving ecopreneurship. Especially the government which has the highest authority in making policies related to environmental issues in running a business which is expected to provide boundaries for managing business with environmental ethics. Between business and the environment the two cannot be separated, because they are

related to each other; unite in the dimensions of time and space. The concept of ecopreneurship is a means that can bridge environmental and economic aspects. The anxiety that arises from industrial actors with all fraudulent practices that are not environmentally friendly is that the benefits that will be obtained will be much smaller if they apply ecological principles to their business. In fact, this can be proven by the success of ecopreneurship and being able to reduce the adverse effects of environmental damage due to industrial activities.

1. The appreciation of Bali as the Green Province in 2010 at the 11th World Environment Meeting Forum in Nusa Dua. This success is motivated because Bali is able to maintain the original culture of its ancestors through tourism services and the spa industry in Bali by using natural ingredients and of course environmentally friendly (UNEP, 2010) [18]

2. The Blue Angel, Germany

There was an increase in the market share for ecolabel paints from one percent in 1982 to 60 percent in 1995, 20

percent in the craft sector, and a significant reduction in organic solvents in paints and carbon emissions (THE BLUE ANGEL) [19].

3. The Nordic countries print paper and the composition of detergents and cleaners that are produced according to the ecolabel criteria and are felt to have created consumer awareness and comfort from the use of ecolabels (Annual General Meeting, 2015) [20]

4. KEITI in the Republic of Korea, ecolabel plays a central role in the practice of public procurement of green products which has a positive impact in the form of reducing the amount of carbon gas emissions of approximately three million tons of greenhouse gases (KEITI) [21].

The balance between business activities and the environment can be described in a chart scheme called the Triple Bottom Line popularized by John Elkington, as follows:



Fig 4. Triple Bottom Line, John Elkington

1. People, the community acts as a stakeholder and the closest part of an entrepreneurial activity. Which means being a responsible producer, distributor and consumer who is aware of the urgency of environmental balance.

2. Profit, as we all know this aspect is the main goal for the formation of the business world. However, apart from returning to the first point, environmental balance also needs to be the main focus in economic industrial activities.

3. Planet, is a part that is always side by side with all human activities. Both are a causality relationship, in which humans are the main actors who carry out the mandate in environmental management and preservation.

Seeing the data above shows that ecopreneurship through ecolabeling or environmentally friendly product certification is able to realize healthy and environmentally friendly business practices. As a result, economic industry actors who have successfully implemented ecopreneurship have contributed to encouraging environmental balance. You can imagine if all industrial actors in the world carry out green business practices, how big and influential it will be to restore the earth and the environment to a better

condition, it will be very effective. That way, a harmony is achieved between environmental and business aspects with the creation of environmental balance.

V. CONCLUSION

Entrepreneurial activity is an answer to economic inequality that occurs in the world along with the rate of population growth. Entrepreneur development can indeed improve the welfare of society, but it cannot be denied that all business activities also increase fatal environmental damage due to a lack of ethics and morals in practice. Actors in the industrial sector of the economy often ignore the negative impact and are only fully oriented towards business profits. In fact, if the negative impact is allowed to continue, the feedback will return to us as industry actors, both now and in the future. Ecopreneurship is a concept of entrepreneurial development by paying attention to ecological, social, and economic balance. Ecopreneurship is able to answer the challenges of environmental crisis side by side with the business world, such as Blue Angel in Germany, KEITI in the Republic of Korea, and others. Therefore, ecopreneurship is a new approach to dealing with environmental crises in order to create environmental

balance. However, this concept will be implemented properly and effectively if all parties participate in developing it. It is hoped that the ecopreneurship concept can be a concept for developing the world of entrepreneurs that can be studied and applied again in the future both in a substantive and concrete terms.

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COLLABORATIVE GOVERNANCE IN THE FRAMEWORK OF COMMUNITY EMPOWERMENT THROUGH CREATIVE ECONOMY

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Abstract. The administration of the state involves many actors in solving public problems, which is a must for the current government, considering that the concept of governance includes the integration of various sectors within a country. Collaborative governance is defined as a process that involves beneficial interactions between governance actors so that the positive goals of each party can be achieved. One of the most important goals of a country is to improve the economy of its people so that it affects the national income of the country. Efforts to improve the populist-based economy, the government should be present in empowering the economy in the context of improving the quality of human resources where the people as the driving force of a country's economy, and as a facilitator for creative economy industry players to develop their market and establish regulations as well as supervise in order to maintain a stable market climate so that other creative economy actors will grow. In fact, the creative economy is an activity carried out at the local level and has the goal of increasing the rate of growth, creating jobs, and increasing income that is creative in nature and has not been done by many others so that it has significant selling power and has a wide share of the domestic and export markets. . The government collaborates with the private sector as facilitators to develop the creative economy and there is a role for academics and the community itself as parties who are directly involved in community empowerment efforts in developing the creative economy.

Keywords: Entrepreneurship, Collaborative Governance, Community Empowerment, Creative Economy.

I. INTRODUCTION

The trend of the booming economy or creative industry on the stage of the global economy, the rise of the term creative economy begins with the times, especially in the current era of globalization, the industrial paradigm has shifted from the agricultural era towards industrialization which is then increasingly developing into the era of digitalization accompanied by many findings on innovations in information technology and communication (infocom). This era unconsciously demands every human being to live more productively, both behaving and adjusting the lifestyle in society so that it is more critical and sensitive to all conditions, this makes market competition to become widespread and tighter in line with the era of globalization. Especially the first world countries or developed countries turned out to be more sensitive to this,

Creative economy is actually a concrete form of sustainable development efforts through creativity and innovation, where the real meaning of sustainable development is an economic climate that is competitive and has renewable resource reserves (Ministry of Trade, 2008). The biggest contribution of the creative economy is the use of resource development which is not only renewable, but also unlimited, which involves the existence of ideas, talents, and creativity. In this case, the creative economy opportunities in Indonesia are expected to maximize attention to creative industry sectors. The creative industry sector consists of 15 creative industry sectors in Indonesia, namely advertising, architecture, the art market, craft, design, the clothing industry (fashion), video, film &

Regions that tend to have potential in the tourism and culture sectors as superior commodities are often found in

creative industry business activities where the sector contributes to the economy and regional income. Therefore, a collaboration between the government and the non-governmental sector is needed, especially regarding the empowerment of the creative economy so that these commodities become superior if they can be managed optimally.

II. BASIC THEORY

A. Entrepreneurship

The term entrepreneurship or entrepreneurship originates from French, namely 'entreprende' which means adventurer, creator and business manager. This term was first introduced by Richard Cantillon (1755). JB Say (1803) describes entrepreneurs who are able to see opportunities by arranging economic resources at low productivity levels to higher levels. Coulter (2000; 3) argues that entrepreneurship is related to the process, formation or growth of a new business venture which emphasizes an orientation towards obtaining profit, value, and the creation of new unique and innovative products or services. Suryana (2003; 1) states that entrepreneurship is a creative and innovative ability which is the basis for finding opportunities for success.

The essence of entrepreneurship is the ability to create opportunities to become something new and different (create new and different) through creative thinking and acting innovatively in seeing opportunities. The concept of entrepreneurship is a mental attitude that thinks creatively as a human being to see an opportunity and take advantage of an opportunity and take advantage of that opportunity to be of good value and to be brave in taking risks for his actions as an effort to realize his ideas. Today, entrepreneurial actors

do various things so that the definition is broad, so that becoming an entrepreneur is an innovator who is able to take advantage of and turn an opportunity into an economically valuable idea that can be sold or marketed, creating added value by utilizing effort, time,

A. Collaborative Government

The state administration process that involves many actors in solving political problems is a necessity for the current government, given that the concept of governance itself includes integration between various sectors in a country. Ansell and Gash describe a new strategy of governance known as collaborative governance. A form of governance that involves various stakeholders simultaneously in a forum with government officials in the formulation of joint decisions (Ansell and Alison, 2007: 543). As well as collaborative governance according to Ansell and Gash 2007 in Subarsono (2016).

From this definition, it can be understood that a collaboration is certainly carried out by the government sector, which involves non-public actors (private and public sectors) who are directly involved in organized decision-making and decision-making that focuses on public policy and public management. Because over time the management of the state today can no longer be held in a serving pattern. According to the journal Junaidi, collaborative networks are unlikely to grow spontaneously but must be cultivated. The importance of collaborative governance is, among others, because:

1. Failure to implement policies in the field.
2. The inability of the group, especially due to the separation of power regimes to use other institutions to prevent a decision from being reached.
3. Mobilization of interest groups.
4. High costs and politicization of regulations.

The government should carry out collaborative governance because what is required is how government organizations are present not only to follow routine tasks, but how they create value for the community or the nations where they are located.

B. Community development

According to Wahyudin Sumpeno (2011: 19) empowerment is a form of effort carried out by elements that are external to an order, so that the order is able to develop and be empowered independently. Empowerment is also an effort to improve the form of interconnection in perfecting an element of the order so that it can develop independently and to build itself. Sumaryadi (2005: 25) argues that the purpose of community empowerment is to assist the authentic and integral human development of weak, poor, marginalized communities and to empower these groups of people socio-economically so that they can be more independent to be able to meet their basic needs of life.

Community empowerment is also included in the concept of economic development design which summarizes values in order to build a new paradigm in a people-centered development process, participatory in the framework of community empowerment and can be studied from three aspects, including:

1. Enabling, namely creating an atmosphere that allows the potential of the community to develop.
2. Empowering, namely strengthening the potential of the community through concrete steps that involve providing various inputs and opening up various opportunities that will make the community more empowered.
3. Protecting, namely protecting and defending the interests of the weak community.

The empowerment pattern approach basically emphasizes the autonomous right of decision-making from community groups based on resources that prioritize personal, direct, democratic principles and the meaning of social learning. Empowering the community as a series of goals to improve dignity and especially those from the grassroots who are still bound by all limitations and trapped in financial problems and underdevelopment in education, so that community empowerment is not only strengthening individuals but also institutions and planting existing social values. Embedding modern cultural values such as hard work, frugality, openness, responsibility is the most important framework of values in an effort to empower the quality of human resources in general.

C. Creative Economy

The term Creative Economy was introduced since John Howkins wrote his book entitled "Creative Economy, How People Make Money from Ideas". Howkins defines Creative Economy as an eco-activity anywhere. The concept of entrepreneurship and the concept of creative economy have the same elements, namely the concept of creativity, ideas or ideas and the existence of innovation. Alvin Toffler (1980) in his theory divides economic civilization into three waves, namely first, as a wave of agricultural economy. Second, the wave of the industrial economy. Third, is the wave of the information economy. Toffler predicts the fourth wave as a wave of creative economy oriented towards creative ideas and full of innovation.

The Ministry of Trade of the Republic of Indonesia (2008) describes the creative economy as follows: "The creative industry comes from the use of individual creativity, skills and talents to create prosperity and employment through the creation and utilization of creative resources accompanied by individual creativity. The output of the creative economy itself consists of the results of advertising, architecture, arts, crafts, design, fashion, film, music, performing arts, publishing, research and development, software, toys and games, television and radio, video games, etc.

III. METHOD

Data collection in this study was carried out qualitatively through the literature study technique by collecting data from reading books, journals, and papers related to research related to Creative Economy Development. The research approach used is post-positivist because it emphasizes discovery and theory verification with an objective position so as to provide justification results from the reality in the field through identification and analysis of Creative Economy Development. The literature study used in this research is related to the perspective of Micro Community Empowerment.

IV. DISCUSS

A. Community Empowerment through the Creative Economy

Community empowerment in an effort to achieve the main goal of forming a life of a new order for people's lives that is able to independently meet their own needs is certainly in line with the existence of the creative economy concept that has begun to be implemented in the form of community empowerment, especially financially. The development of the creative economy must really touch all levels of society by prioritizing Micro, Small and Medium Enterprises actors who develop in communities, especially those in cities with a "creative city" background. The potential of an area can be explored and utilized through innovation into a product that is economically valuable and of course beneficial to consumers at large. Other than that, It can also increase productivity in each community in an area so that a community-based creative industry center will emerge which is managed by the community and as a forum for actualization in order to empower people to be able to live independently and not be pressured by financial problems. Creative economy-based entrepreneurship, on the other hand, is able to create new entrepreneurs who are certainly able to create jobs as a real contribution to economic development in Indonesia.

Regarding the dimensions and indicators of community empowerment, according to Jim Iffe and Frank Tegoryero (2008), it explains that there are at least six main dimensions of community development or empowerment and sustainable among one another in a complex form. The various dimensions include: (1) Social Empowerment; (2) Economic Empowerment; (3) Political Empowerment; (4) Cultural Empowerment; (5) Environmental Empowerment; (6) Personal / Spiritual Empowerment. However, in fact, people will prioritize their development efforts personally considering the strongest base of a community, whether economic, political, cultural, and so on. According to Nugroho (2008) indicators of empowerment include: (1) Access, equal rights related to accessing productive resources in the environment; (2) Participation, participation related to the exploitation of very limited assets or resources; (3) Control, that men and women have the same opportunity to exercise control over the use of resources; (4) Benefits, that men and women must jointly enjoy the results of the use of resources or development together and equally successful.

The focus and objectives of empowerment operationally need to be known from the indicators of the success of community empowerment programs, which include the following: (1) Reducing the poverty rate; (2) The development of income generation efforts by the small and medium-sized population; (3) Increasing public awareness in efforts to improve the welfare of the small and medium-sized community (4) Increasing the independence of the group in terms of productivity, strong business capital, neat administrative management, and interaction with outsiders; (5) Increased capacity of the community and equal distribution of income in meeting basic needs.

1. Increasing the Base of Creative Economy in Society

The economy becomes an important benchmark that indicates the level of welfare to the social status of the community. Economy is important as a driving force for the progress of the nation as well as a characteristic that a country can be said to be advanced or developing. Efforts to improve the economy should be in line with efforts to reduce poverty levels in society so that people are empowered and are able to live financially independently. The current of the Industrial Revolution 4.0 brings a point of fundamental change to the vast global order of life, marked by the development of the instinct of the human mind for creativity and innovation and the use of information technology infrastructure (digitization) which leads to competition in the economic sector.

The era of the industrial revolution 4.0 made the creative economy one of the strategic points that must be prioritized as a series of strategies to win global competition accompanied by continued research based on innovation and creativity as an effort to increase productivity with economic value through the capitalization of creative ideas. John Howkins views the creative economy as defined as a character characterized by economic activity that relies on the exploration of ideas and the exploitation of creative ideas that have high economic value. As is well known, ideas and ideas are the result of human thought (knowledge) where this can be explored through increasing the capacity of empowering human resources where critical thinking needs to be done to produce innovative ideas and ideas.

Indonesia itself as a multicultural country keeps various uniqueness of arts and culture so that a variety of culinary delights can become a leading commodity in the global creative economy competition if it is accompanied by qualified capabilities in every Indonesian society as a creative industry player in order to be able to turn these commodities into economic and economic resources. able to be capitalized in order to answer the problem of economic inequality and welfare.

2. Implementation of Collaborative Governance Community Empowerment through Creative Economy

Collaborative governance is present as a concrete answer related to efforts to increase public, private, and community participation in the context of implementing a public policy through government programs so that trust and

synergy are built among related actors in an effort to achieve service goals and public satisfaction. Collaborative governance itself is a form of state governance that involves various actors in responding to public problems, which is a must for the current government, given that the concept of governance itself includes integration between various sectors in a country.

The implementation of collaborative governance and community empowerment through the creative economy is a long process and involves several agencies and private parties to accommodate the actualization of community development in order to survive and develop financially through the creative economy media platform. The parties considered to be able to assist through collaboration in the realization of the program include the Government through the Ministry or the Cooperative and UMKM Office and the Investment Coordinating Board, Community communities engaged in creative economic ventures with large-scale business and business actors, with academics, especially economic experts, and the media. Implementation strategic steps that can be taken by related parties are as follows:

- a. Government
 - 1) Providing business capital incentives to creative industry activists. As well as providing convenience in obtaining permits for production
 - 2) Tighten the issue of copyright policies, especially on local products, so that local products are prevented from piracy and loss
 - 3) Make the program mandatory to wear local products. For example, the shoes used by students are required to have uniform and use original domestic products.
- b. Media
 - 1) Utilizing media, especially social media to promote products, promotion media by utilizing influencers, this is an effective step to promote the creative industry on social media.
 - 2) Developing a public communication platform to bridge interactions among creative economy entrepreneurs and the government.
- c. Academics

Conducting research related to creative economy empowerment so as to produce policy recommendations to the government and business actors in implementing creative economy empowerment.
- d. Business Actor
 - 1) As a facilitator in developing the resources of creative economy actors to be equipped with skills to manage their business well.
 - 2) Encourage being an investor so that the creative economy business can continue to grow.
- e. Community
 - 1) Exploring every potential that exists as a potential creative economy and expanding the market.
 - 2) Increase a sense of concern for fellow people to be more interested in using high quality local brands so that the creative economic industrial climate is well maintained.

3. Prediction of Inhibiting Factors for Community Empowerment through Creative Economy

Implementation of Community Empowerment through the Creative Economy there are challenges and obstacles including:

- a. Technology and Science, A nation does not have adequate technological skills and at a low level of education and scientific insight, their economic empowerment and development will be far behind other nations.
- b. Capital and Investment. Limited capital and investment to get it will be clearly hampered by its economic growth.
- c. Human Resources, human resources determine the fast or slow pace of development and the rate of economic growth and if economic growth will be further hampered if the human resources are not competent in their fields.

B. Optimization and Implementation Results of Collaborative Governance Community Empowerment through Creative Economy

Collaborative governance, which is implemented in collaboration with various policy-formulating actors and in accordance with their specialized background expertise, is predicted to have a large impact and benefit in the empowerment of the creative economy when viewed from several aspects, namely:

1. Environmental Aspects

Encourage the creation of environmentally friendly products because they are based on SMEs, creative industries and not based on large factory industries, and there are creative industries that recycle used goods. This is expected to reduce pollution emissions and volume of waste.
2. Social Aspects
 - a. Opening a creative arena for every creative business actor to explore potential that is considered economically valuable.
 - b. Providing opportunities for young people, especially to explore their interests and talents in seeing a potential to be developed into creative economic values, given that many creative actors come from youth or millennial circles.
 - c. Reducing the level of social inequality, because here everyone has the same right to develop their creativity to empower their creative economy.
3. Economic Aspects
 - a. Increasing the populist-based economy by empowering the creative economy.
 - b. Reducing the unemployment rate and the number of poverty in Indonesia, especially in the city of Bandung.
 - c. Fostering an entrepreneurial spirit and creating several new entrepreneurs.

- d. The increased role of the government, the community, business people, the media, and academics who collaborate in the empowerment of the creative economy in an effort to create new entrepreneurs.

4. Political Aspects

As stated in the 1945 Constitution, in this case it is hoped that there will be efforts by the government as state administrator in realizing the welfare and prosperity of the people and giving freedom to anyone to develop their ideas and creativity as long as it does not conflict with the applicable legal rules.

V. CONCLUSION

Community empowerment and development as a human resource is absolute because human resources are an important instrument in development efforts both in the medium and long term. Community development is an effort to improve the quality of the life order of a nation which is characterized by a change in the social order of life towards progress that is marked by independence to make ends meet and develop to be able to survive financially so that the economy gradually increases towards the upper middle class.

The emergence of this creative economy is one of the innovations that requires economic actors to be more innovative in building their economy. Coupled with the existence of supporters such as communities, festivals, facilities and infrastructure that make this creative economy easier to develop. This creative economy also aims to exploit the skills, ideas, innovation and creativity of business people, and can be used to develop the potential of the region so that it can be better known among the wider community.

Collaborative governance as a forum for empowering the creative economy, it must be supported by cooperation between the government, businessmen, economic experts, and the community in order to facilitate the empowerment of this creative economy so that this creative economy can open up jobs for the community, help innovation develop faster, make humans more creative, competition becomes more competitive, makes the quality of the product better and makes economic growth increase.

Writing articles on the implementation of collaborative governance in an effort to empower communities through the creative economy, is expected to be used as an example by government administrators, especially in the regions to always work together in responding to a problem with other parties because basically the problem cannot be solved alone, especially related to efforts to improve the economy as a pillar of regional development. The author hopes the readers if there are errors and deficiencies in writing this article if they can be corrected by providing criticism and suggestions to the author.

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ANALYSIS OF STUDENTS ENTREPRENEURSHIP LEARNING RESULTS THROUGH ACTIVITIES QUICK ON THE DRAW

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Abstract. The purpose of this research is to see: 1) the concept of Quick On the Draw learning activities; 2) To see student learning outcomes through Quick On the Draw learning activities; 3) To see the relationship between Quick On the Draw learning activities on student learning outcomes. This study uses a qualitative approach with the type of research used is library research. Sources of data are obtained from books, journals and the theses that have previously conducted research related to Quick On the Draw learning activities on student learning outcomes. Based on research journals that researchers analyze, it shows that Quick On the Draw learning activities are proven to be able to improve student learning outcomes, seen from student learning outcomes starting from cycle I to cycle III which has increased. These results can be seen from journals that use the Classroom Action Research (CAR) method. The analysis of journals and theses that conducted research using the experimental research method also showed student learning outcomes through the Quick On the Draw learning activity showing the effect, seen from the class that was treated using the Quick On Draw learning activity whose value was higher than the treated class conventional model.

Keywords: Quick On Draw, Learning Outcomes, Analysis

I. INTRODUCTION

In the journal Dahlan, et al., states that the purpose of national education is to improve the quality of Indonesian people, namely people who believe and fear the Almighty God, have noble character, have an independent personality, are advanced, tough, intelligent, creative, productive, and are physically and mentally healthy. [1]

The way to achieve these educational goals is to attend formal education prepared by the government, namely schools. Through school activities students can learn based on the achievement of the goals of learning activities that have been previously described and applied. Teaching and learning activities will run effectively and efficiently if students have a high interest in learning. According to Djamarah, an indicator of interest in learning consisting of, 1) Feeling happy about an activity without coercion to learn it, 2) Students' interest in activities or it can be experiences stimulated by the activity itself, 3) Attention of students by concentrating or activities on certain observations, and 4) The involvement of students in an object that causes the person to be happy to learn and feel interested in doing or working on the learning activities given.[2]

But in fact there are still many students who have low learning outcomes, the factors causing the low level of activity and student learning outcomes, one of which is external factors, where in external factors there is a school environment in which there is a learning model. Therefore, in the learning process the teacher is expected to use various learning models that can increase the enthusiasm for learning of students. Based on that reason, it encourages researchers to use learning activities that can make it easier for students to understand the material so that it can improve learning outcomes.

The learning model used in this research is the Quick On the Draw activity which was first introduced by Paul Ginnis. states that the Quick on the draw model is a fun learning model, prioritizing students to collaborative activities in groups, through reading, thinking and moving activities with the aim of instilling the value of cooperation,

interdependence and independence. Between groups race to be the first group to solve the questions.[3]

Therefore, in this study implementing the Quick On the Draw activity with renewal, namely to find out: 1) The concept of the Quick On the Draw learning activity; 2) Student learning outcomes through Quick On the Draw learning activities; 3) the relationship of the Quick On the Draw learning activities to student learning outcomes.

II. METHOD

This study uses a qualitative approach, which tends to use analysis, the meaning process is more emphasized in qualitative research. While the type of research used is library research (library research), which is collecting data and scientific papers related to the object of research or data collection that is library in nature. The study carried out in this research is to solve a problem which is basically based on critical and in-depth reviewers of the correct library materials.

Sources of data use primary data sources and secondary data sources obtained based on library materials or literature media sources such as books, journals, and previous research documents. In this study the authors took from Paul Ginnis' book entitled Teaching Tricks & Tactics, journals as well as from the results of previous research that had been conducted research.

The focus of research in this literature study research is the analysis of student learning outcomes through the Quick On the Draw learning model using linear data collection techniques. Data obtained when the literature is collected and processed by: 1) editing; 2) organizing; and 3) finding.

Meanwhile, data analysis used in this research is to use data analysis as follows: 1) Interpretive (a person's view or explanation becomes an opinion); 2) Comparability (looking for differences or comparisons); 3) Inductive (deducing conditions from things that are specific to things that are general in nature); and 4) Deductive (Concluding from things that are general in nature to things that are specific). Data obtained when the literature is collected and processed by: 1) editing; 2) organizing; and 3) finding.

III. DISCUSSION

To answer the question 1 about how the concept of the Quick On The Draw learning activity, the researcher took from 1 book, namely the Ginnis book and from 5 journals, namely: 1) Suryadinata Journal; 2) Journal of Maimunah & Nasution ; 3) Marniati & Tahir Journal ; 4) Journal of Atmah ; and 5) Journal of Himawan, N & Wilujeng.[3],[4],[5],[6],[7],[8]

Based on the results of the analysis, it can be concluded that these 5 research journals made the first book introduced by Paul Ginnis entitled Teaching Tricks & Tactics as research material. Journals that discuss Quick On the Draw activities generally take quotes from the Ginnis, be it the meaning, benefits, steps or advantages of the Quick On the Draw learning activity.

The author's analysis of the Quick On the Draw learning activity is a dominant cooperative learning model in group activities, so it will be very enjoyable for students. This model also puts forward activities such as reading, writing, listening, moving, and thinking. In addition to the interdependence between groups, this model also trains the independence of students not to always depend on the teacher in obtaining learning material. In this model students will race to become the first group to solve questions, so that it will create a pleasant learning situation for students.

The steps for the Quick On the Draw learning activity are: 1) the educator prepares a set of questions for each group; 2) Students are grouped into groups according to the number of students; 3) Educators provide source material to students (one person and one source material); 4) When the educator gives the start signal, one student from each group comes to the educator's table to take questions, then takes them back to the group; 5) Students seek answers from source material and write answers on different sheets of paper; 6) Students report the results of their group answers, if the answers are accurate and complete, continue to the second question. Meanwhile, if the answer is not complete and accurate, it must be corrected again by re-reading the source material; 7) Question and answer between students and educators to discuss answers to questions, while listening to the educators' explanations; 8) Concluding by making a summary or written notes.

The activities of the Quick On the Draw learning steps will encourage more efficient group work, the faster progress will be, and make students aware that the division of tasks is more useful than duplicating friends' assignments. It also provides experiences regarding speed reading skills, reading questions carefully, answering questions quickly, and differentiating between important and less important material. This activity also helps students get used to learning with sources other than educators, and is also suitable for students who cannot sit still for more than two minutes.

While the advantages are more or less the same as the benefits, but the Quick On the Draw activity can be created as an alternative to checking answers carefully and specifications, this activity can also be a shortcut for educators not copying a set of carded questions to each group, but the educator whispering questions to every runner when they arrive. 5) Questions can be grouped, and can lead to peer teaching.

To answer the formulation of problem 2 about how to analyze student learning outcomes through Quick On The

Draw learning activities, researchers took from 5 national journals, namely: 1) Wiratama Journal, et al; 2) Jurnal Biru ; 3) Journal of Aini & Irawati ; 4) Journal of Afrina, et al ; and 5) Journal of Ayu, et al. Then the researchers also took from 1 international journal, namely the journal Riyadi, et al. [13],[8],[9],[10],[11],[12],[13].

Analysis of student learning outcomes through Quick On the Draw learning activities from 5 national journals and 1 international journal above, shows that Quick On the Draw learning activities are proven to improve student learning outcomes, this is proven after analysis of journals that have conducted research using Classroom Action Research (PTK). Of the 6 journals that were analyzed by researchers, 5 journals used cycle II, namely cycle I and cycle II, while 1 journal used cycle III, namely cycle I, cycle II and cycle III in carrying out their research. I

Data from each researcher who has conducted this research will be shown in the following table:

Table 1
Results of Research Data Analysis Based on Journals

journal analysis	form of research			enhancement
	cycle I	cycle II	cycle III	
journal 1	74,21	87,33		13,12
journal 2	68,41	74,38		5,97
journal 3	14,29	57,14	85,71	71,42
journal 4	20,59	64,71		44,12
journal 5	13,77	19,06		5,29
journal 6	75,02	84,53		9,51
information	all increase			

Based on data from journals that have conducted research, it is clear that all research has increased, so it can be concluded that the analysis of student learning outcomes through Quick On the Draw learning activities is proven to improve student learning outcomes.

Meanwhile, to answer the formulation of problem 3 about how to analyze the relationship between Quick On The Draw learning activities on student learning outcomes, researchers analyzed from 2 journals, namely the journal Sherlyani, et al and the journal Fatmahningrum. And also analyzed from 5 theses, namely: 1) Azizah; 2) Safitri; 3) Yuliani; 4) Munawaroh ; and 5) Apriyani. [14],[15],[16],[17],[18].

Analysis of the relationship between Quick On the Draw learning activities on student learning outcomes when viewed from two journals and five thesis research that conducts research using experimental research methods. Shows that the percentage of the class that is used as the experimental class shows a higher average than the class that is used as the control class. The hypothesis in all studies conducted by these researchers was tested using the t-test, which shows the results of the t-count > t-table, which means that there is an effect of the independent variable (X) on the dependent variable (Y) or the hypothesis is accepted. This shows that there is an effect of the Quick On the Draw learning activity on student learning outcomes.

Table 2
Percentage of control class and experimental class based on journals and theses

journal and thesis analysis	control class (%)	experimental class (%)
journal 1	48,51	74,95
journal 2	51	71
thesis 1	40,2	63,4
thesis 2	104,12	109
thesis 3	44,38	45,2
thesis 4	72,22	77,01
thesis 5	6,6	84

Based on the results of the percentage of the control class and experimental class, seen from the 2 journals and 5 theses above, it shows that using the Quick On the Draw learning model the average percentage of the experimental class is higher than the percentage of the control class that is given treatment using conventional models.

IV. CONCLUSION

Based on the analysis of journals and theses that conduct research using the Quick On the Draw activity in their research, whether it is research using the experimental method or the Classroom Action Research (CAR) method, it is proven that the Quick On the Draw activity can improve student learning outcomes seen from There are differences in student learning outcomes starting from cycle I, cycle II and cycle III which have increased. And also all studies that use quasi-experimental research methods show the results of the t-test value of $t_{count} > t_{table}$, which means that there is an effect of the independent variable (X) on the dependent variable (Y) or the hypothesis is accepted. The final conclusions obtained in the research and suggestions for improvements deemed necessary or relevant further research.

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ONLINE ADVERTISING IN THE ASPECT OF ENTREPRENEURSHIP WITH REFERENCE TO EAST BALI CASHEW'S WEBSITE

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Abstract. Entrepreneurship, design and innovation walk together to produce high quality products and services that are solutions to problems in our daily lives. Apart from creating products and services that catch the eye of the customers, young entrepreneurs have another consideration, which is how to market their products in the midst of digital realm competition. With the developing industrial revolution, entrepreneurs are also required to expertise in advancing their products or services, one of them is the ability to advertise online with the internet as a medium of communication. The subject of this research is the website of East Bali Cashew and its advertising. Case studies based on observations from the customer's point of view. East Bali Cashew is a company that produces cashew nuts into a healthy snack. From the website, East Bali Cashew looks very transparent with the production process, the story behind the success, and even answers FAQ from customers. With attractive website management, East Bali Cashew has proven that with online advertising companies have an interactive way of communicating with customers as well as increasing the sales volume of their products. Advertising plays a big role in gaining exposure and interest in the product. Over the past few years, the internet has become the main media of conveying marketing messages to customers. Online advertising is also being used as advertising campaign by big and small companies. With easy access and, online advertising has become the most important marketing strategy.

Keywords: Entrepreneurship, online advertising, and East Bali Cashew.

I. INTRODUCTION

Entrepreneurship is becoming such an important issues in this nation where the industrial revolution and economic activities developing. To be exact, in the midst of global pandemic, entrepreneurs in various ages born rapidly per day. A country's economic growth improves when the entrepreneurial growth also increases. Entrepreneurship indeed soar national economic growth, it have a crucial role to create a new work field, increase national income, create more value for goods and services, also reduce economic and social disparities. But Indonesia still at behind, according to Gati Wibawaningsih as Director General of Small and Medium Industries and Miscellaneous Industries, Ministry of Industry Indonesia need to increase the percentage by 4% of total population. Still, in the midst all of that, young entrepreneurs clueless about the details of skills and traits that need to expertise in order to compete where the world is completely digital.

Entrepreneurship is an activity that being carried out to convert ideas into businesses. As an entrepreneur, there are also ideal traits that needed, namely ability to plan business and career, have specific vision and mission, the last one is ability to reach the goals in fixed pace and lane. Entrepreneurship have very important elements, that is consistency, converting ideas, and profitable. Those three are very useful and let young entrepreneurs require skills in advancing their products or services, including skills in designing and innovating. In entrepreneurial activities, design and innovation become as much as important, because in the middle of converting ideas, designing process must be done to make sure that our ideas turning into something real. It's clearly clueless, when being a creative

individual and giving birth to a lot of ideas but zero effort that put into our ideas in order to become real and profitable.

Innovation also play a crucial role to achieve customer's loyalty and attract more customers. Era is rapidly growing, existing company need to keep up to trends and demands from customer, so that their products or services upgrading and fit into today's situation.

Another important skills that young entrepreneurs have to expertise is skill in advertising. Companies are hardly to grow without advertising. Leaving out advertising means that company don't have a way in reaching out to customers, receiving a feedback, and more importantly reaching out more customers. Rapid growth of social media and its user bring company to choose online advertising rather than physical advertising. Online advertising believed to be more effective than physical one because of internet use as media to conveying company's marketing messages. Online advertising have so many kinds, one of it was creating a website and advertise it using techniques such as social media marketing and whatnot. To be exact is company called East Bali Cashew, their website management is very attractive that they actually have an interesting way of interacting with customers, such as finding out about production process, story behind the success and visiting their online store.

II. BASIC TEORY

A. Entrepreneurship

Entrepreneurship based on famous definition from Peter F. Drucker, is the practice of consistently converting good ideas into profitable commerce venture. In conclusion, the most important element of entrepreneurship is how entrepreneurs

converting ideas into something that is real and profitable for sure. That's why, entrepreneurs need constant ideas and innovation, therefore, the last element is consistent in running the business and developing products or services. Also motives for transforming those ideas into because like what Napoleon Hill, father of modern motivator said that ideas that being transformed into something real and have an economic value is the root of entrepreneurship. Entrepreneurship indeed works if ideas are also there, with that being said design and innovation are important factors so that business can move forward.

To become the ideal entrepreneurs, there are characters and skills in needed. Some of it that stand out are, openness of social media, constantly making something new and distinct from others, being creative in marketing their products or services, and the last one is make something common into extraordinary, to be specific, the way of interacting with customers, management, and the way of advertising it. It totally relevant with something that in raise today, one of it was expertise in advertising field. Especially in the world where is completely digital, company need something that effective in conveying their marketing messages.

B. Online Advertising

In simple, online advertising is a form of marketing or advertising that uses internet as a medium to convey marketing message for promotional purpose. Usually, online advertising seen as an annoying ads but actually there are a lot of kinds of online advertising that is profitable and well received by internet and social media users. Such as, display advertising and search engine marketing that not that annoying as pop up ads. In fact, those kinds of online advertising very beneficial so that customers be able to visit products and website and way more interactive. There are also another kinds of online advertising,

1. Display advertising, usually convey their advertising messages visually using text, logos, animations, videos, photographs, or other graphics.
2. Interstitial, this kind of ads display before a user can access requested content. And are a form of interruption.
3. Search engine marketing, is designed to increase a website's visibility in search engine results pages and provide sponsored results based on a web searcher's query.
4. Social media marketing, is commercial promotion conducted through social media websites.
5. Mobile advertising, usually delivered through wireless mobile devices and in the form of SMS or MMS.
6. Email advertising, is ad copy comprising an entire email or a portion of an email message.
7. Online classified advertising, posted online in a categorical listing of specific products or services.
8. Adware, is a software that once installed automatically displays advertisements on a user's computer.
9. Affiliate marketing, occurs when advertisers organize third parties to generate potential customers for them.
10. Content marketing, that involves the creation and sharing of media and publishing content in order to acquire and retain customers.

Every entrepreneur should use this modern-age advertising technique cause of its perks in helping increase their profits and sales volume of the products. There are six major benefits of online advertising, those are global reach, means that business will be accessible beyond local area and expand to target audience worldwide. One of the greatest benefits of online advertising is its cost effective. Online advertising also keep target audience engaged so it easily plan ad campaigns accordingly. Unlike traditional advertising methods, online advertising is fast and easy also be able to measure which strategies are working and which are not. Entrepreneurs can analyze customer data and easily measure the effectiveness is such a big help in improving business ads and advertising strategy.

Online advertising does handful and easy in marketing company's promotional messages, but company have to choose an effective type of advertisements. There are surely type of advertisement that is weak and strong. Based on research, as mentioned before pop up ads are the weakest type of advertisement, followed by interstitial ads. Those type of advertisements not received well by internet user when in fact it really bothers user's activity. One of the strongest type of advertisement is search engine marketing, nowadays search engines have become the primary tool for searching information on the internet. Therefore, search engine marketing offers the possibility of accessing large group of recipients.

Apart from the research, companies freely choose what kind of advertisements suit and profitable for them.

B. The Importance of Having a Website In Referring to East Bali Cashew's Website

Website has become essential tool to interact and gain loyalty from customers. Also to reach out to various customers at both local area and worldwide. To be exact, in the digital world, entrepreneurs without website probably losing out on opportunities for their business. A website can be used to accomplish many different marketing strategies in increasing business's growth. With having an online presence, company can advertise more about their website on social media and social networking sites. A website not only gives credibility but it also helps to give a positive impression so that a company can get bigger and more successful.

By taking an example from East Bali Cashew's website, this company is very open about their products, the ingredients, also the production process. Nowadays, customers are busy and smart to actually know about the products through internet and website. Providing a good service and product can gain loyalty from customers, they also can trust the company more and gaining more customers based on the impressions that they share to other people. In this case, East Bali Cashew also uses social media marketing technique to attract customers to visit their website that often found on Instagram, Facebook, and Twitter. East Bali Cashew's website management is really well designed and informative so it actually really fun to visit and understand more about their products

East Bali Cashew's openness is bringing trust to customers also rising support from loyal customers.

Websites are actually way more convenient for customers because of how it always available and accessible 24 hours a day. With numerous marketing strategies, company can advertise and market their business and it depends on how to choose the right marketing strategies effectively to the business

C. Entrepreneurship Development in Digital Age

Entrepreneurship development in the world where is completely digital surely increases and accessible for both small and large companies. Reaching global audiences is becoming easier and in raise these days. Entrepreneurs can act with great flexibility in operational activities and development. Entrepreneurship in digital realm spans wide areas that allows small companies to grow even bigger and fast. Digital entrepreneurship indeed drive economic or social value by creating something new with digital technologies. Digital entrepreneurship also have benefits, namely to improve business operations, invent new business models, sharpen business intelligence, and engage with customers and stakeholders. Also, create the jobs opportunities.

In the digital realm, entrepreneurs also require to have personal traits and knowledge to actually compete with other business. One of the most important personal trait is willing to take a risky action in the hope of desired results.

IV. CONCLUSION

One of the skills that young entrepreneurs need to expertise nowadays, is skill in advertising especially online advertising where the internet is a main media to convey marketing messages. Online advertising believed to be more cost effective and widen company's target audience area.

East Bali Cashew's website is an ideal example for having a well-designed and informative to attract customers and their loyalty. This proves that if company honest and open about their product, they surely gain customer's trust.

Having a website and advertise it with various kinds of online advertising that fit into marketing strategy is essential for today's entrepreneurs. Especially, in this digital society, entrepreneurs' sensitivity in social media is becoming important traits.

In this digital age, young entrepreneurs can't losing out opportunities in advancing their business. Therefore, entrepreneurs require to have constant ideas and step their game up in order to raising Indonesia's economic growth.

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IMPLEMENTATION OF ASEAN-CHINA FREE TRADE AGREEMENT POLICY FOR DRIED VEGETABLES ENTREPRENEURS IN INDONESIA

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Abstract. The Free Trade Agreement (free trade area) is a form of cooperation between several countries in the economic sector which has the aim of helping each other's economies between countries. The forms of products that are traded in the "free trade area" have no boundaries. One of the products to be discussed in this study is included in the food category, namely processed products of dried vegetables. This product is indispensable for the world community including the Asian community because the processed dry vegetable product is a seasoning for serving food. Indonesia has abundant natural resources, it's no wonder that many export commodities come from the management of natural resources, one of which is chili agriculture. Even so, the processed products derived from vegetable farming have not been maximized, including processed dry vegetables, there are several factors that have caused Indonesia to not be maximized in the processing of dry vegetables. In this research, we will later explain the market opportunities for dry vegetable processed products in the free trade agreement, especially ASEAN-China, the problems faced by dry vegetable processed product entrepreneurs in Indonesia and efforts to solve problems for dry vegetable processed product entrepreneurs in Indonesia in order to increase competitiveness. market for processed dry vegetables in the export sector. This study uses an empirical juridical approach, descriptive analytical research specifications, data collection methods by interview and literature study, and qualitative analytical methods as a method of analyzing data. The results of this study indicate that the export activities of processed dry vegetable products through the Asean-China free trade agreement (AC-FTA) policy have great potential for dry vegetable entrepreneurs.

Keywords: Dried Vegetables, Asean-China Free Trade Agreement, Dried Vegetable Entrepreneurs in Indonesia

I. INTRODUCTION

Free Trade Area or so-called Free Trade Agreement is an agreement between two or more countries to form a free trade area. This free trade includes trade in goods and services, later the member countries that follow this free trade agreement will not be subject to tariff barriers or non-tariff barriers when entering the territory of fellow member countries that follow the Free Trade Agreement.

Indonesia has abundant natural resources, of course making the Free Trade Agreement / Area a field to sell its agricultural products to other countries, the goal is to increase macro and micro economic growth in Indonesia. In the world bank rankings in 2020, Indonesia is ranked 112 in the GNI (gross national income) cluster. Gross national income in Indonesia is ranked 112 in the world, followed by Malaysia, Vietnam, Singapore, and Thailand. Even though in the GNP (Gross National Product) cluster, Indonesia is ranked 7th in the world. The comparison of GNP and GNI in Indonesia can be said to be like the Land and the Sky, this is because Indonesian people are still a consumptive society, not a productive society.

The level of productivity that is still weakening occurs in several sectors, one of which is processed vegetable products, namely dry vegetables. Usually the use of dried vegetables is used for supporting materials in packaged noodles, serving food in restaurants, and other supporting materials. There are several factors that cause the weak level of production (quality and quantity) of processed dried vegetable products made in Indonesia, including: unsupported technology, large capital strength, human

resources who have not been able to use this technology, and weak Indonesian government actions in terms of providing facilities for entrepreneurs who produce processed dry vegetable products.

The free trade agreement is currently being intensified by other countries including the Asian region, especially Southeast Asia, one of which is the Asean-China Free Trade Agreement / Asean-China Free Trade Agreement (AC-FTA). The benefits created from the policy of the agreement are the occurrence of trade creation and trade diversion. Trade creation is the creation of trade transactions between FTA members that have never occurred before, due to incentives due to the formation of FTAs. Trade diversion occurs as a result of tariff reduction incentives.

Therefore, the background and opportunities that are present for dry vegetable entrepreneurs in Indonesia are in the policies of the Asean-China Free Trade Agreement. The author makes the coherence of the two objects (AC-FTA policy into a scientific paper product in the form of a paper entitled "Implementation of the Asean-China Free Trade Agreement Policy Against Dried Vegetable Entrepreneurs in Indonesia".

II BASIC THEORY

A. Dried Vegetables

Dried vegetables are vegetables that are dried using infra-red technology. The goal is to preserve these vegetables so they last longer but do not remove most of the nutrients, remove the color of the vegetables and the aroma from the vegetables is maintained. There are ways to produce dry vegetables, one of which is far infra red

radiation (FIR). Infrared light in this technology has a wavelength between 25-1,000 μm , this means that the color of dried vegetables does not change significantly and the aroma of vegetables is still strong.

The drying process with FIR technology is very efficient because radiant heat directly penetrates the inside of the molecule and breaks the bonds of water molecules in the material molecules without going through an intermediary medium so that the instant vegetables produced have high quality with an efficient process.

Various kinds of vegetables that have a high water content, celery, carrots, green beans, cabbage, edible mushrooms, leeks, shallots can be dried through this technology. Even vegetable products such as meatball and chicken sausage can be dried using FIR technology. "The storage capacity of these dried vegetables can increase up to 8 months when they are packed," said Ridwan Rachmat, a researcher at the IAARD who conducted research on FIR in 2003.

To produce dry vegetables, the ingredients are cleaned, cut into thin strips, washed, blanched, and then dried. Blanching is the process of rapidly immersing vegetables into water at a certain temperature to deactivate the browning-causing enzymes. Drying time ranges from 9-20 minutes, depending on the raw material.

B. Asean-China Free Trade Agreement

The ASEAN-China Free Trade Area (ACFTA) is an agreement between ASEAN member countries and China to realize a free trade area by eliminating or reducing trade barriers to goods, both tariffs and non-tariffs, increasing access to service markets, investment regulations and conditions, as well as increasing aspects of economic cooperation to encourage economic relations between ACFTA Parties in order to improve the welfare of the people of ASEAN and China.

The agreement to establish the AC-FTA free trade was initiated by the agreement of the participants of the ASEAN-China Summit in Brunei Darussalam in November 2001. This was followed by the signing of the Framework Agreement on A Comprehensive Economic Cooperation by participants of the ASEAN-China Summit at Pnom Penh in November 2002, where this text became the basis for the establishment of the ACFTA in 10 years with some flexibility given to certain countries such as Cambodia, Laos, Myanmar and Vietnam.

In November 2004, ASEAN-China Summit participants signed the Framework Agreement on Trade in Goods (The Framework Agreement on Trade in Goods) which took effect on July 1, 2005. Based on this agreement, ASEAN-5 countries (Indonesia, Thailand, Singapore, Philippines, Malaysia) and China agreed to eliminate 90% of commodity tariffs by 2010. For other ASEAN countries, the implementation of the agreement could be postponed until 2015.

Indonesia has ratified the ASEAN-China FTA Framework Agreement through Presidential Decree Number

48 of 2004 dated June 15, 2004. After the negotiations were

complete, formally the ACFTA was first launched since the signing of the Trade in Goods Agreement and the Dispute

Settlement Mechanism Agreement on 29 November 2004 in

Vientiane, Laos.

The ACFTA Services Agreement was signed at the

12th meeting of the ASEAN Summit in Cebu, Philippines, in January 2007. Meanwhile, the ASEAN China Investment Agreement was signed at the 41st ASEAN Economic Ministerial Meeting on 15 August 2009 in Bangkok, Thailand.

c. Dried Vegetable Entrepreneurs

Arif F. Hadipranata. Entrepreneurs are people who make decisions in a company that will provide many benefits to many people. and that figure becomes the core of the entrepreneurs involved in a business. Meanwhile, the dry vegetable entrepreneur is a legal entity that has a business in the field of horticulture, especially dry vegetables.

Entrepreneurs are not only looking for a profit but also develop and make good use of resources. Especially for dry vegetable entrepreneurs, the objectives are to develop processed horticultural products, increase the value of horticultural raw materials, create jobs and make Indonesia strong in food security (dry vegetables) so that it does not depend on other countries.

III METHOD

This research will use an empirical juridical approach method, descriptive analytical research specifications, data collection methods by interview and literature study, and qualitative analytical methods as a method of analyzing data.

And using the RCA calculation, RCA is calculated by the formula: $(X_{ijt} / X_{jt}) / (W_{it} / W_t)$. An RCA value above

1 indicates that the exported product has high competitiveness in the export destination country. The higher the RCA value of an export product, the higher its comparative advantage. Mathematically, RCA is obtained from the comparison of the export value of product i in country j in year t (X_{ijt}) to the total export value of country j in year t (X_{jt}) with the export value of product i in the world in year t (W_{it}) to the total value of world exports in year t (W_t).

IV. DISCUSS

A. Dried Vegetable Market Potential in the Asean China Free Trade Agreement

Indonesia's dry vegetable export competitiveness is still weak compared to other world supplier countries. This is indicated by the RCA value of Indonesia's dry vegetables in 2015 of 0.04. In fact, the RCA value was the lowest during the 2011-2015 period. The types of dried vegetables that Indonesia exports include cassava, dried onions and dried mushrooms. Among the ten largest dry vegetable suppliers in the world, Tanzania has the highest competitiveness with an RCA value in 2015 of 101.45 followed by Myanmar and Cambodia with RCA of 43.79 and 29.21 respectively. Thailand and Vietnam are

the largest suppliers of dry vegetables from ASEAN with RCAs of 14.50 and 4.37.

Apart from RCA, the competitiveness of the export products of the four horticultural product groups can be seen through the calculation of the Constant Market Share Analysis (CMSA). The CMSA calculation considers three criteria, namely the competitiveness effect, initial specialization (development) and adaptation (response to the market). The competitiveness index of processed fruit and vegetables is positive, meaning that the exports of these two groups of horticultural products have great potential to compete with similar products from other countries even though Indonesia's exports for these two products are still relatively small, ranging from 2.88% and 0, respectively. 22% compared to the total world market demand.

B. Problems Faced by Dried Vegetable Product Entrepreneurs in Indonesia

For fresh fruit and dried vegetables, the calculation results show a negative competitiveness index, indicating that the competitiveness of these two products is still weak. This weak competitiveness is thought to be influenced by several factors, including less competitive prices and high logistics costs in Indonesia, as well as a trigger for inefficient marketing management of fruit and vegetable products, especially for export purposes.

The good news can be seen from the development index of the four groups of horticultural products which is positive, meaning that in general the four products have the ability to penetrate export destination markets and can further develop their exports to world markets. Meanwhile, in terms of the market response index, the results obtained were similar to the competitiveness index where processed vegetables and fruit scored positive. This means that the product's ability to adapt to tastes or changes in demand in the destination market is classified as good. The negative response index value indicates that the group of fresh fruit and dried vegetables is less responsive to world demand.

C. Problem Solving Efforts for Dried Vegetable Products Entrepreneurs in Indonesia

Based on the results of calculations, using both RCA and CMSA, it can be concluded that Indonesia has a fairly good capability in supplying the supply needs of horticultural products in export destination countries. However, these horticultural products must receive support from various related agencies in order to have higher competitiveness in the export market. Horticultural commodities have the potential to increase production optimally in the future. Therefore, to achieve the production target and increase the contribution of horticultural product exports in the future, the support of all parties is needed in an integrated and synergic manner according to their duties and functions. Quoted from the Strategic Plan of the Directorate General of Horticulture 2015-2019, the government through the Director General of Horticulture, the Ministry of Agriculture will carry out several concrete steps, including; a) Increasing the planting area to meet consumption, industrial and export raw materials, b) Provision of quality horticultural seeds, c)

Availability of quality seed supply chains to farmers, d) Application of Good Agricultural Practices (GAP) through the application of environmentally friendly organic cultivation systems, including the development of

250 horticultural crop-based organic villages and garden / business land registration. In addition, no less important, the arrangement of export and import of horticultural products must be able to provide benefits to all parties involved, including farmers and domestic business actors.

IV. CONCLUSION

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REJUVENATION FOR EVER LASTING INCOME IN CLOTHING BUSINESS

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Abstract. This article is for entrepreneurs who want to make their business more unique and durable than ever because people always keep up with what is trending without thinking about what will happen in the next three months. They will end up in bankruptcy, but some will survive too. Everything that is trending is not always on top. It will be dynamically derived following consumer demand. Just like the new meme, I found before, "Adapt, Improve, Overcome." Bandung's clothing market became popular in the early 2000s when many young people produced and sold their products to friends and young people all over the city. However, slowly it lowered the interest of consumers and went out of business. So the author made some decisions and research on the Apparel Market. Currently, the enthusiasm for clothing in Indonesia is still high, as evidenced by the case of Uniqlo selling limited edition products that recently occurred throughout the country and sold out and seeing that the best-selling SpeedTuner product is also well known among private vehicles. Then the writer thought what if PD. Mekar Jaya make a unique product with a motif that matches the Asian personality and has more value from military and motorcycle-based consumer points of view. The author finds a method for how a product can last a long time, namely by exchanging ideas with friends of different professions, then making a sketch depicting military-based consumer motorcycle motifs, such as a shirt from Korea made in 1988 with motorsport sketches based on press body shirts. Then marketed some samples and promoted them through consumers' personal experiences with online media. Consumers are asked for their honesty and judgment on products to promote clothing. The added value of this product, namely maintaining the authenticity of the product and making the company character different from the others, also makes consumer satisfaction.

Keywords: Asia, Entrepreneurship, Unique

I. INTRODUCTION

Entrepreneurship is an activity in which a business actor has an idea to sell and market their products with the uniqueness and characteristics of their products and services to maximize sales so that the business actors involved, consumers, and turn the economy in their country to the world can prosper. Entrepreneurship has been known and occurred during the era of kingdoms in various countries and expanded together with the expansion of a country's territory due to its population's needs. The most famous trade expansion was "The Silk Road." The Silk Route was a network of trade routes connecting East and West and was the center of economic, cultural, political, and religious interaction between these regions from the 2nd century BC to the 18th century. The Silk Route mainly refers to the land route connecting East and Southeast Asia with South Asia, Persia, the Arabian Peninsula, East Africa, and Southern Europe [1]. Business actors at that time traded by relying on commodities from each region then gathered in a city or trading place where buying and selling activities took place. This activity creates unique cultural assimilation developments in architecture, manuscripts, home furnishings, song lyrics, and even musical instruments. Also, advancing human civilization evenly, such as opium and explosives created by China in the 9th century, changed the strategy of war in various countries and evolved until now into several firearms specifications.

II. BASIC THEORY

A. Entrepreneurial Style

In the twentieth century, entrepreneurship itself has developed much faster than before. However, at that time,

business actors used to make payments in places where traders and buyers met to make transactions or through the post office. However, the conditions and features were less supportive. KASKUS is one of the first platforms based on forums and threads where the culture of young people in the 2000s devoted their creativity to writing, discussing gadgets, mysteries, to television series and films that are trending around the world. FJB, or what is known as the Buy and Sell Forum where online transactions occur, and the Cash on Delivery culture, is increasingly popular among young people. At that time, there were also various fashion trends, namely western culture and Harajuku originating from Japan. Not to be spared from the well-known distros in Indonesia, especially in Bandung, a clothing company was founded called '347' Boardrider.co, 'followed by' Oval Research 'the following year. From 1997 to 1998, clothing companies emerged, namely Harder, Airplane, Monic, Two Clothes, No Labels [2]. With the increasing trend and demand from young people, the more new brands will be in the following year. The distro has become iconic for Streetwear and other casual clothing types. In 2009 and above, Tokopedia became the first buying and selling platform created explicitly for buying and selling, with features that fully support buying and selling activities, with its unique marketing features and benefits that can be felt for both sellers and buyers. Whether from discounts, setting merchandise displays, checking goods, maintaining goods quality, etc. Only with a cellphone, which incidentally can be accessed by everyone and the internet, can search for the desired item.

B. Advantages and Problems

With this platform, it can open up opportunities for people to sell their merchandise quickly. There is no need

to think about the goods' shipping price, how long the expedition will take, and the condition of the goods until they arrive at the consumer. At this time, the government has classified funds for developing entrepreneurs, not only billions, even trillions of rupiah, which have been disbursed. Indonesia's Micro, Small, and Medium Enterprises (MSMEs) contribute significantly to gross domestic product (GDP). Indonesian MSMEs contributed up to IDR 8,573.9 trillion to Indonesia's GDP (based on current prices) in 2018. Indonesia's GDP in 2018 was IDR 14,838.3 trillion, so the contribution of MSMEs reached 57.8% of GDP. Also, MSMEs employ 116,978,631 people

or reach 97% of the total Indonesian workforce (MSMEs and Large Units). There are 64,194,057 MSMEs in Indonesia or 99.99% of the total business units in Indonesia [3]. It is not surprising that the government dares to take this step. However, problems began to occur when people began to be distracted by new trends. Consumers are not diminishing, but clothing styles are changing. This change often occurs every year. In the following years, consumers often mix and match their clothing styles, colors, whether it is soft colors, pastels, uniforms, etc. Even the fashion trends of the 70s to 90s were also raised again.

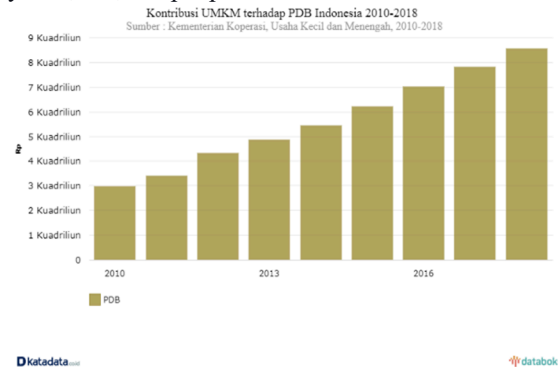


Figure 1. Graph of the Contribution of MSMEs to Indonesia's GDP 2010-2018

Another problem comes from the expansion of foreign goods since the concept of globalization is echoed, namely trade carried out by ASEAN member countries where goods from abroad enter easily in Indonesia. Product competition is getting tighter, making some business people worried, coupled with the Trade War between America and China and the pandemic that has lasted for the past few months. As a result, as many as 30,000 business actors went out of business, both large and small. It makes chaos the economy of countries around the world. The people finally have to save their money to survive this war.

III. METHOD

This chapter uses phenomenological and ethnographic research methods of society is facing significant changes in aspects of the economy in Indonesia. With sources from several well-known media and leading census that have been certified and trusted. In this case, the writer interviewed with the PD business owner. Mekar Jaya, a business run by one person with a passion for becoming an entrepreneur. In running his business that has been running for more than a decade, the informant felt his heyday where many buyers were teenagers who work as TNI and Polri, even from the elderly who are very enthusiastic about military history in various worlds. According to the informants, monthly turnover can reach ten million or more when there are orders from state companies. However, over time there was a decline in customers; apart from consumers switching to ordering through online buying and selling applications, government policies also contributed to the decline in their business. Sources said that their loyal customers are now drastically reduced over time. In this case, the writer found several important pain points that the informants conveyed

indirectly during the analysis and direct research. These pain points will be discussed in several points in the research results.

A. Enthusiasts

Consumer enthusiasts for the products presented by PD. Mekar Jaya, which targets the elderly and young people from among the civil servants, is indeed a little bit from year to year; this is evidenced by a decrease in consumer demand for products offered by PD. Mekar Jaya.

B. Innovation

PD. From the very beginning, Mekar Jaya was intended for collectors and civil servants based on State defense. So it does not sell goods other than for the military, police, and others. Hence there have been no consumer updates for several years. This is what makes the competitors and the informants themselves feel that their income has decreased. Resource persons only depend on loyal buyers who have established trust and are disseminated only by word of mouth. Fortunately, there are still buyers, but they are not as busy as before, said the source.

C. Place of business

Place of business of PD. Mekar Jaya is very strategic, located on Jalan Arjuna, in the middle of the city and close to the international airport, which is also a training ground for prospective mechanics and officers taking the path of education a private university. To reach the place of business is also very easy to find, there is also a means of transportation that passes in front of the shop. However, the surrounding environment is not very supportive because it is very close to the slaughterhouse and the wholesale market. Make customers feel uncomfortable last long. Likewise, private development projects are exceptionally polluting the air there, different from a few years ago.

IV. DISCUSSION

The United States Census Agency and the State Statistics Agency, Indonesia, have at least more than 267.7 million people [4] aware of this recession. In this state, they only use the money to buy primary necessities, such as food, clothing, medicines, furniture, electricity, and the internet. In this case, business people can choose between five options needed by the community and even use more than one of these primary needs, provided they have to have more capital or have an initial business model when they are not doing business. One example is cloth. Currently, the enthusiasm for clothing in Indonesia is still high, as evidenced in Uniqlo's case selling limited edition products that recently happened throughout Indonesia and sold out (before the pandemic); they are taking advantage of this momentum among teenagers in Indonesia and even in the world.

If PD. Mekar Jaya changes its market share by penetrating the world of Streetwear, eating will create a breakthrough by making unique products that are different from conventional stores and other competitors, namely by several things that can be done:

The first thing is to think about what if we made the motif according to the Asian personality. That has more value from the consumer's perspective. The fabric template is based on military and motorcycle fabrics due to its unique military design. However, the clothes with the press body automatically fit the consumer's body. The author argues that the press body t-shirt design will increase the confidence of the wearer, especially for men. However, if you want to add to the tastes of enthusiasts, it is advisable to wear a unisex design.

The second thing is to exchange ideas with friends of different professions and cultures, then make a sketch depicting military-based consumer motorcycle motifs, for example, a shirt from Korea that was founded in 1988 which is mixed with a body-based sports motorbike sketch and then sends Some samples and are promoted through honest consumer personal experiences with online media, when consumers use them while driving with friends around the city, consumers indirectly support and showcase these products. However, don't just feel satisfied, collaborate with other competitors, or maybe some influencers who have their fanbase or maybe with other communities, causing new enthusiasm for new clothes in Indonesia.

The third thing is to use government tools such as special laws on entrepreneurship and buzzers for branding local products and provide a little tax and shipping relief, the authors believe that if the government uses policies properly, our economy in the third quarter of two thousand and twenty will improve, and if we succeed in doing this at home, we must immediately expand overseas. If we are successful in changing the Paint Point, it can affect the "snowball effect," which is where a small thing, when practiced, can cause a big thing in society. People are aware that some work must be done at home with the pandemic, and conventional shops must also be digitized or based online immediately. It is proven by several world-famous brands that have plans to close some of their outlets

because they cannot pay for the place and debt that has accumulated as well as preventive action if there is a pandemic in the following years.

V. CONCLUSION

An entrepreneur must always adapt to what is trending among the current and future young generations, always be up to date on their developments. Pain Point is something you should always look for, one of which is PD. Mekar Jaya must use a platform that is being loved by the community so that it is easy to convey to the public. Dare to innovate and create new interests to create a trending market. By making something unique and collaborating with several communities and with other companies, it can increase popularity while taking advantage of the high enthusiasm of society for clothing in Indonesia, as evidenced in the case of Uniqlo selling limited edition products that recently occurred throughout the country and sold out (before pandemic), they are taking advantage of this momentum among teenagers in Indonesia and even in the world.

For PD Mekar Jaya It is always recommended to innovate and change its market share as well as expand its market reach and explore e-commerce And for consumers always maintain trust in shops or retail and spread it through social media, in addition to supporting domestic entrepreneurs, also maintaining the country's economic ecosystem

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PREPARING FOR ENTREPRENEURSHIP IN THE FUTURE

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Abstract. Entrepreneurs are people who carry out business activities at the expense of time, effort, cost to get benefits by thinking creatively, innovatively and are ready to accept all the risks that occur. There are several things that must be prepared to become an entrepreneur, namely having an entrepreneurial spirit, having knowledge of entrepreneurship, doing business plans, creative-innovative thinking, and conducting market research so as to create business opportunities that can be of interest to consumers. By developing ideas and creativity that is owned will create a new innovation that can benefit society. These ideas and innovations can employ people. So that unemployment in Indonesia can generally be reduced. In addition, to improve economic welfare, increase the economic level of a region, increase the country's economic stability, to support Indonesia's development to become a developed country.

Keywords: Entrepreneurship; entrepreneurial spirit; business plans; creative-innovative thinking; market research; and business opportunities.

I. INTRODUCTION

The word entrepreneur is a term that refers to the term entrepreneur, self-employed, or independent business. Entrepreneurship in this case will often be related to the economic value of a business or business. From the many definitions of entrepreneurship, in broad terms it can be interpreted as the ability and willingness of a person or individual to create economic opportunities from a business idea, whether run from a small or large scale. This type of business can be carried out by individuals or. Entrepreneurship is also related to a mindset possessed by an individual to develop his / her potential in managing the course of a business from the idea of business opportunities he has. In essence, a person who runs his own business armed with managerial skills is called an entrepreneur. An entrepreneur has advantages in developing his / her potential and is able to find business opportunities which will then be realized by the formation of a business field [1].

To become an entrepreneur needs to be explored in every aspect of the individual and the need for an entrepreneurial spirit. By having the knowledge of entrepreneurship, a person's entrepreneurial spirit will be embedded and develop it into one type of business that is in accordance with hidden abilities, hobbies and talents. The abilities and potentials of each person will be different. Therefore, a person really needs to know himself deeply, especially those related to one's competence, talents, interests or even hobbies.

II. BASIC TEORY

A. Entrepreneurial spirit

Having an entrepreneurial spirit is very important, especially for one's personal benefit.

There are several reasons that the spirit of entrepreneurship and entrepreneurial activities is so important:

1. Reducing the unemployment rate

By having an entrepreneurial spirit, that person will open business opportunities for others and minimize future unemployment rates. Unemployed people who were previously unemployed finally get a job and get an income, at least they can pay for their own lives.

2. The number of work fields is increasing

With the growth and development of entrepreneurial activities, the availability of employment opportunities is increasing. Many people who are self-employed end up needing additional labor to fill certain positions.

3. Reducing social illness in society

One of the reasons that the spirit of entrepreneurship and entrepreneurial activities is very important is reducing social diseases in society, for example crimes that occur due to unemployment. Criminal actions can occur due to economic motives. A person has evil intentions because he has no income, so that person does various ways to survive by committing crimes such as pickpocketing. Social diseases in this community can be minimized, because the perpetrators already have a job and channel energy towards things that are more productive and have economic value.

4. Improve economic welfare

In increasing economic welfare, someone who initially does not work financially means less in terms of economic capacity. If an unemployed person then works, it will have an impact on increasing their financial ability, because income is a result of work. A person earns a living, at least for himself so that he does not become a burden to others, for example his parents or family. For owners of business activities, if their entrepreneurial activities are growing, the impact will be on their production turnover. If his business turnover increases, the profits he gets will also increase. This has the effect of increasing one's income level.

5. Increasing the economic level of a region and the nation of Indonesia

If an area has conducive and stable entrepreneurial activities, it will directly provide economic value to the surrounding community. This entrepreneurial activity will certainly require a workforce that can be drawn from individuals in the surrounding business area. With the absorption of labor in an area, economic activity will increase, and the income earned will also increase, and ultimately increase the economic level of both the business owner and the workforce around him.

A stable economy makes this nation strong against the storm of financial crises or global crises that may occur at any time. The nation's economic stability occurs because of the support of entrepreneurs who provide jobs for the wider community, so that they are more shock-resistant because they have a good and stable economic level and income.

B. Entrepreneurship

The thing that must be prepared to become an entrepreneur is to have entrepreneurial knowledge. The science of entrepreneurship can be found anywhere, for example following seminars on entrepreneurship, as well as in the school environment. The school environment is a place or a place to get knowledge and a place to apply that knowledge to train their entrepreneurial spirit. Currently the education curriculum has adopted entrepreneurship material as part of lessons, ranging from basic education to higher education. Not only that, there are also several student and student activities held aimed at coaching and support that lead to entrepreneurial activities, for example the Student Creativity Program (PKM).

C. Business Plan

Everyone who wants to build a business, they are always faced with a business plan that must be made before entrepreneurs and business people go any further in their business activities. A business plan is a plan for the business that we will run, both in terms of costs, objectives, vision, mission and so on. Business plans need to be owned by both small and large businesses. Some of the business goals are to help our business stay on track with the desired business plan, so that it will be easier to achieve existing business goals. And one of the benefits of a business plan is to make our business goals and priorities clearer [3].

There are several reasons why a business plan is so important :

1. A business plan is useful for testing the feasibility of a business idea.
2. Business plans are useful for making business plans that are easy to manage and effective.
3. Business plans are useful for predicting the future.
4. A business plan is useful for attracting investors to join our business.
5. A business plan provides the best chance of business success.
6. Make the business more focused and focused.
7. To raise the business level.

D. Creative and Innovative Thinking

An entrepreneur in running his business requires creative and innovative thinking so that the products or services they produce are superior to competitors and create new innovations that are not yet in society.

E. Market Research

One of the most important things in starting a business is doing market research. By conducting market research, an entrepreneur will find out what consumers or society need. Market research or marketing research is the design, collection, analysis and systematic reporting of data and findings that are relevant to a particular marketing situation faced by a company.

There are several reasons market research is needed in running a business including :

1. Develop a Mature Market Strategy.
In running a marketing research business, it has an important role to play in dealing with problems such as designing market segmentation and controlling distribution channels. With thorough research, this can better formulate marketing strategies and be able to identify consumer needs and characteristics.
2. Increase Sales.
Marketing research is used to analyze and evaluate company performance in a market. It also studies the effectiveness of the sales force and identifies the most potential sales areas. This information can help the company identify areas that need to be optimized, and also help the company find alternative methods of distributing goods.
3. Estimating Sales.
One of the challenging tasks of the production manager is to keep the stock of goods optimal. However, production needs to be done to meet demand. Therefore, sales forecasts calculated by scientific methods are indispensable. Marketing research assists in sales forecasting using the market share method, the sales force estimation method, and the jury method. This will also help you improve your sales quotas and future marketing plans.
4. Creating New Trend.
If you do business research regularly and periodically, you will get accurate data and information. With this data, you can find out when and what will happen in the future.

F. Business Opportunities

With the rapid development of technology and information today, it requires us to be clever in taking advantage of every opportunity that exists. If we don't want to be run over by the times, we must be able to be flexible and multitasking in every way. There is nothing wrong with exploring our potential as early as possible. So many positive benefits that will be obtained by entrepreneurship.

In the current era of the industrial revolution 4.0 which utilizes technological sophistication, the focus lies on the

creative industry. Exploring our potential can create jobs at least for ourselves. Opportunities are wide open for anyone who is able to create innovations and breakthroughs that can generate profits in any field [4].

III. METHOD

In collecting data, the research carried out is a development of previous research. The data published are based on news articles, journal articles, reports that have been done and have passed the validation test.

IV. DISCUSS

A. Entrepreneurship

In simple terms, entrepreneurs (entrepreneurs) are Entrepreneur in Indonesian is defined as entrepreneurial activity. The business idea that is owned is described in the form of a business and is managed with a managerial attitude from the owner of the business idea [2]. There are 2 things that must be understood by an entrepreneur, namely willingness and ability. Willingness and ability will produce success. This must be supported by a mental attitude and knowledge (management and skills).

In addition, entrepreneurs are people who dare to try and develop their business by utilizing existing resources, making products that are useful and in accordance with community needs. The mental attitudes an entrepreneur needs to have are:

1. Creative and innovative
2. Optimistic, tough and resilient
3. Work hard and work smart
4. Multitasking
5. Be frugal
6. Dare to take risks

By having the mental attitude that has been mentioned before, an entrepreneur will continue to move forward to get maximum results, even though he has fallen several times, an entrepreneur must stay up and be optimistic. With a mental attitude, the will and ability will produce success. There are several advantages in preparing an entrepreneur in the form of concepts and strategies including:

- 1). By preparing a business concept can predict and plan a more focused and focused business success.
- 2). Seek funding sources.

By having a detailed business plan and strategy, we can have more accurate information regarding business capital. For example, like getting investors. An informative and detailed design will give potential investors a clear picture and be able to convince them to cooperate.

- 3). Business becomes more focused and focused.

With a mature strategy, running a business can be more focused and focused, especially in terms of determining the type of business, capital, and marketing methods used.

- 4). There are business predictions in the future.

These future predictions make it possible to set short, medium and long term targets for the business being run. This forecast must be supported by research or surveys that can be included in the strategy.

- 5). Boost business credibility.

In planning and strategy, it will bring enthusiasm to those who are running a business. With this spirit, entrepreneurs will be able to boost the credibility of the businesses that will be run.

V. CONCLUSION

In preparing for a new entrepreneur in the future, as the nation's next generation, we must be able to become someone who is useful for themselves, others and also the country. Learning to recognize self-potential is a form of anticipating as early as possible in minimizing future unemployment rates. Do not be fixated on existing jobs, because the longer the employment rate will be inversely proportional to the number of the workforce due to the disruption of technology.

Entrepreneurship can be an alternative as well as a solution to reduce unemployment in Indonesia. Because there are so many unemployment at the productive age, it is likely that this happens because the available jobs are getting smaller.

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COMMUNICATION THROUGH CULINARY OF ASIA

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Abstract. Along with the times, being an entrepreneur is one of the most popular professions. An entrepreneur is required to continue to innovate and always think creatively, create new things and things that are different from others and must be smart in looking at opportunities and a variety of risks and uncertainties that will affect the business development. The Culinary Industry is a very promising business because food is one of the basic human needs. This type of research is a literature study. The data used by the author comes from searching various written sources, books, archives, magazines, articles, and journals, or documents relevant to the topic. Asia is the largest continent in the world shelters many cultures and Cuisines. Asian Cuisine includes several major regional Cuisines: Central Asian, East Asian, North Asian, South Asian, Southeast Asian, and West Asian. There are thousands of types of food that characterize these countries. Asia has many uses for the same ingredients in cooking and spices. In addition to making it easier for tourists to get Asian Cuisine, this Asian restaurant can help Asian people living outside Asia for work or education needs to treat their longing for regional Cuisine. The shape of this Asian restaurant has an Asian nuance with a buffet (Prasmanan) concept, lesehan seats and rattan wooden chairs for other options. Asian restaurant is equipped with several properties as decoration and other properties that can make customers feel Asian nuances. Its complete with display videos that promote tourist destinations and present various cultures from Asia.

Keywords : Entrepreneur; Entrepreneurship; Tourism; Food; Culinary; Asian Cuisine; Restaurant; Asian Restaurant

I. INTRODUCTION

Along with the times, being an entrepreneur is one of the most popular professions, not only an economic actor but from all walks of life who are interested in becoming an entrepreneur. Everyone can also be an entrepreneur from every background, gender, or even age. An entrepreneur is a person who can take an idea or an innovation and create a product or service that is in demand by the general public, the government, or even the military. Someone who dares to take action by paying attention to risks and opportunities is the thing that makes the difference of an entrepreneur with others.

The existence of an entrepreneur is due to the needs and desires of consumers that must be fulfilled, with various needs and desires created by various industrial sectors that are trying to fulfill these unlimited needs and desires.

There is a lot of industry that can be chosen but one of the promising industry is the culinary industry. The Culinary Industry is a very promising business because food is one of the basic human needs.

Interest in food is not only fulfilling primary needs but also curiosity about the diversity of culinary delights that are spread throughout the world to fulfill its satisfaction

There are various types of food spread throughout the world, with countless options to choose from, it often becomes difficult to zero in on the food you want to consume, starting from heavy food to snacks, fast food or healthy food as well as based on taste, western or eastern parts of the country have their taste. that way not everyone can accept all of these tastes, some feel strange or unique which is for some people will be interest and want to try again or some people claim that “this is not my taste”. That way the opportunity to open a business in the culinary field has a large window for income and foreign exchange due to the large number of tourists who exchange their currency.

each region in developing or introducing its own culinary to the world.

Especially for countries in Asia, there are thousands of types of food that characterize these countries. Asian Cuisine has certain characteristics compared to western Cuisine, the variety of culinary herbs and spices used and the distinctive way of eating. in several countries in Asia rice is a very important staple food.

Based on Wikipedia (2015) there are about 8 million overseas Indonesians globally. Not only Indonesia, there is a lot of people have migrated to other countries in search of work or education.

In that case, they have to get used to the taste of the food from where they live. but there will be a time when they miss their homeland they will look for a typical homeland restaurant or they will make the dish themselves at home. But the difficulty in finding raw materials to make Asian food, especially Indonesian, is one of the reasons overseas communities cannot promote local specialties.

We have often heard that China Town is scattered in various western countries, this is due to a large number of citizens or communities from China who live there and the unique Chinese culinary delights that give a special impression to those who feel it. no other than Vietnam and Thailand also have large communities in other countries such as Australia which makes it easier to find the existence of their specialties.

Typical food of a country can establish the identity of the country abroad, that is can be part of a tourist attraction as well as a profitable business area.

Tourism destinations that have unique culinary delights can motivate tourists to travel which can increase regional

Therefore, one way to communicate and promote local tourist destinations to the world is by providing Asian restaurants.

II. BASIC THEORY

A. Entrepreneurship

The classical and neo-classical theorists have labored in trying to define entrepreneurship, but there is no single definition of Entrepreneurship. It all depends on the focus of the one defining it and from which perspective one looks at it. Some researchers look at entrepreneurship from the economics view, sociology and psychology, others look at it from the management perspective, while others look at it from the social perspective. Entrepreneurship is a therefore a multidimensional concept (Bula, 2012a).

Meanwhile, according to Zimmerer (2008), entrepreneurship is the application of creativity and innovation to solve problems and take advantage of the opportunities people face every day.

According to Robbin & Coulter, explaining Entrepreneurship is a process where a person or a group of individuals uses organized efforts & means to look for opportunities and create value that grows by fulfilling needs and desires through innovation and uniqueness, regardless of the resources used in currently.

And also according to Suryana in Entrepreneurship: Tips and Processes for Success (2013), entrepreneurship is a process of applying creativity and innovation to solve and seek opportunities from problems faced by everyone in everyday life. Creativity is the ability to create new ideas by combining, changing, or reconstructing old ideas. Meanwhile, innovation is the application of the invention of a new production process or the introduction of a new product.

Based on the theory above, it can be concluded that entrepreneurship is a process in the application of creativity and innovation to a business.

To develop and maintain a business, an entrepreneur is required to continue to innovate and always think creatively, create new things and things that are different from others.

In addition to the innovation and creation, an entrepreneur must be smart in looking at opportunities and a variety of risks and uncertainties that will affect the business development.

B. Tourism

According to Fandeli (2001: 37) tourism is a whole that is related to tourism, including the exploitation of tourist attractions and related businesses. Tourism is an activity traveling from one location to another destination outside their homes, in order not to make a living, but to re-create both physical and psychological fitness to be able to perform back.

According to the World Tourism Organization (WTO), tourism is a human activity who travels to and lives in a destination outside of their daily environment. Based on KBBI, Tourism is an activity related to recreational travel; tourism; travel.

One of the reasons tourists visit tourist destinations is to seek experiences and satisfaction that are both psychological and physical. a tourist destination can be used as a place to

recharge, refresh the mind, take a break from the activities and daily environment.

In this era, the millennial generation considers that the need for self-actualization on social media is quite important, showing that they have visited various tourist destinations.

Tourism can also help in economic development, human resources, and also encourage local residents to maintain the beauty that is around tourist destinations.

C. Culinary

The word culinary is an absorption element in English, namely culinary, which means that it is related to cooking or cooking activities. Meanwhile, people who work in the culinary field are called chefs or chefs.

The term culinary originates from the Latin language, namely *culinarius*. *Culinarius* has a material meaning related to the cooking process. The word culinary comes from commodities related to cooking and consuming food. Culinary can be interpreted as a pattern of usage based on food or dishes. Culinary tourism makes food like a subject and a medium. Food is also a tourist destination and an instrument for increasing tourism.

Culinary tourism requires the cooperation of all five senses such as the tongue, nose, sense of touch, and eyes (Virna, 2007).

The most important thing in the culinary business is to maintain a taste image which can differentiate from competitors.

D. Asian Cuisine

Asia is the largest continent in the world shelters many cultures and Cuisines. Asian Cuisine includes several major regional Cuisines: Central Asian, East Asian, North Asian, South Asian, Southeast Asian, and West Asian.

A Cuisine is a characteristic style of cooking practices and traditions, usually associated with a specific culture. Asia, being the largest and most populous continent, is home to many cultures, many of which have their own characteristic Cuisine.

Beside the difference, Asia has many uses for the same ingredients in cooking, such as chilies, garlic, ginger, turmeric, and various other spices and also Rice is a staple ingredient in every Asian food.

Asian Fusion Cuisine is really about experimenting with different flavors, ingredients, cooking techniques and more to create something new.

Apart from the rich flavors of Asian Cuisine, Asian Cuisine is also a healthy dish and it can help in diet program, with the help of the herb and spices contained in it.

III. METHOD

This type of research is a literature study. The literature study method is a series of activities related to the method of collecting library data, reading and taking notes, and managing research materials (Zed, 2008: 3).

The data used by the author comes from searching various written sources, books, archives, magazines, articles, and journals, or documents relevant to the topic.

The information obtained from this literature study is used as a reference to provide the author's argument.

This literature study was carried out with the main objective of obtaining a theoretical basis and determining the research topic before going to the field to collect the necessary data.

IV. DISCUSS

Traveling cannot be done all the time, sometimes traveling needs are done when there is a feeling of boredom with everyday life or there is a long holiday. There are several things that must be considered and prepared if you want to visit tourist destinations such as taking time off, cost and much more. And tour would not be complete without tasting the typical Cuisine of the area.

The current trend of tourists who come to a tourist area is not only looking for the view or the object but it is to look for or hunt for local specialties, so this trend is a great opportunity for Asia, especially Indonesia, which is rich in food with the taste of spices.

Therefore, tourists do not have to visit tourist destinations but can visit Asian restaurants. In addition, tourists can also consider the next tourist destination to be visited by looking at the photos and videos provided by the restaurant.

Asian Cuisine has gone from being a niche food obsession to one of the most popular around the world.

In addition to making it easier for tourists to get Asian Cuisine, this Asian restaurant can help Asian people living outside their hometown for work or education needs to treat their longing for regional Cuisine.

The difficulty in finding ingredients in making Asian dishes itself makes Asian Cuisine less well known, especially Southeast Asia, with a variety of spices, these ingredients can only be exported from their home country.

By exporting the ingredients needed to make Asian dishes, it can increase regional income because not all ingredients can be obtained outside Asia because there are differences in climate, temperature and soil humidity.

Not only for countries outside Asia, this Asian restaurant can be opened in Asian countries themselves, for example, such as one of the Asian restaurants in the city of Jakarta, Indonesia. there is a restaurant "The Ritz Carlton" which provides a variety of Asian specialties with the concept of 'all day dining' which is served three times per day, which gives the Indonesian people the opportunity to try a variety of Asian dishes without having to go around Asian countries.

Some of the most well-known Asian dishes, namely Chinese specialties, where in several large countries already have China Town which contains various kinds of Chinese specialties.

For Southeast Asia, dishes from Indonesia are not as well known as dishes from Thailand, Malaysia and Vietnam. In fact, when viewed from cultural diversity, Indonesia has a wide variety of cultures from 34 Provinces within which have distinctive Cuisines.

Therefore, the existence of this Asian Restaurant can help Indonesia in communicating Indonesian Cuisine accompanied by other Asian dishes. Apart from communicating the Cuisine, this Asian Restaurant can promote tourist destinations in Indonesia and other Asian countries in the form of displaying photos of tourist

destinations in Asian countries, restaurants can also display documentary videos of tourist destinations.

The shape of this Asian restaurant has an Asian nuance with a buffet (Prasmanan) concept, lesehan seats and rattan wooden chairs for other options. The following is an example of the properties used :



Figure 1 : The Buffet (Prasmanan) Concept
Source : www.gotravelly.com

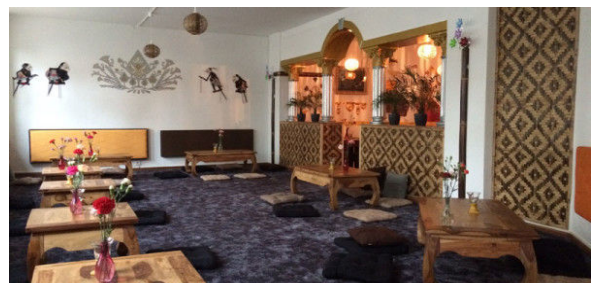


Figure 2 : Lesehan Seats

Source : www.goodnewsfromindonesia.id

The foods available are some popular foods from several countries in Asia such as:

Central Asian Cuisinee

Central Asian peoples have very similar Cuisines. They share many features with the Cuisines of their neighbors in West and East Asia. For example like : Plov/Palav, Kumis, Bread or Naan, Manty, Lagman and many more.



Figure 3 : Plov/Palav

Source : www.gotravelly.com

West Asian / Middle East Cuisinee

West Asian Cuisine is the Cuisine of the Middle East nations excluding Egypt. The Cuisine of this region is unique in its own way, there is a lot of meat. West Asian Cuisinee from Turkey, UAE, Saudi Arabia, Kuwait, Qatar and many more has a lot of food in common. For example like Kebab, Pita Bread, Midye Dolma, Sucuk, Fatir and many more.



Figure 4 : Kebab

Source : cdn.tasteatlas.com

South Asian Cuisinee

South Asian Cuisinee includes the Cuisinees from the Indian subcontinent and when included in the definition, also that of Afghanistan. North Asian used many spices with strong aromas in every Cuisinee. For example like Tandoori Chicken, Ras Gula, Keema, Dal Makhani, Biryani and many more.



Figure 5 : Biryani

Source : www.thespruceeats.com

East Asian Cuisinee

Some of the most popular East Asian food regions are from China, Korea and Japan. Traditional Chinese food has highly influenced Cuisine throughout all of Asia. For example like Sushi, Sashimi, Kimchi, Milk tea boba, Hot Pot-stew, Noodles, Ramen, Dimsum and many more.



Figure 6 : Hot Pot

Source : misschinesefood.com

SouthEast Asian Cuisinee

Southeast Asian Cuisinee emphasizes lightly prepared dishes with strong aromas. There is a lot of Cuisinee from Indonesia, Thailand, Malaysia, Singapore, and etc.

Southeast Asia has many similar foods between countries, staples such as chicken, fish, ribs and others. and the use of similar spices that make food taste of Southeast Asia can be said to be similar. For example like Pad Thai, Satai, Rendang, Tom Yum, Capcai, Nasi Campur, Nasi Goreng, Nasi Lemak, Curry Laksa, Roti Canai, Khao Niao Mamuang and many more.



Figure 7 : Pad Thai

Source : cdn.tasteatlas.com

Apart from providing various kinds of Asian Cuisinee, this Asian restaurant is equipped with several properties as decoration for restaurants such as angklung, puppets and other properties that can make customers feel Asian nuances.

Innovations that can be done in Asia Restaurant is to display videos that promote tourist destinations and present various cultures from Asia, for example, such as dances from Indonesia, Thailand, China and many more.

V. CONCLUSION

Everyone can become an entrepreneur, but not everyone has entrepreneurship, but entrepreneurship can be developed and created.

The existence of this Asian Restaurant is one way of communicating and promoting Asian Cuisinee which is not yet widely known in the world. Apart from communicating the Cuisine, this Asian Restaurant can promote tourist destinations in Indonesia and other Asian countries in the form of displaying photos of tourist destinations in Asian countries, restaurants can also display documentary videos of tourist destinations.

By exporting the ingredients needed to make Asian dishes, it can increase regional income because not all ingredients can be obtained outside Asia because there are differences in climate, temperature and soil humidity.

Nowadays, traveling is not just visiting various tourist destinations, but also hunting for the regional Cuisinees being visited. Asia This restaurant makes it easier for tourists who want to explore various kinds of culinary delights from various tourist destinations, especially Asia by coming to Asia. This restaurant not only provides Asian Cuisinee but provides an Asian feel so that tourists are more satisfied with this restaurant.

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SOCIAL ENTREPRENEURSHIP :

CHANGE THE WORLD THROUGH SOCIAL ENTREPRENEURSHIP

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Abstract. Social entrepreneurship is an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. In this way, in social entrepreneurship, profit is no longer the ultimate goal of business but a means to achieve broader goals connected to improving society and the environment. Social entrepreneurship in modern society offers an altruistic form of entrepreneurship that focuses on the benefits that society may reap. Simply put, entrepreneurship becomes a social endeavor when it transforms social capital in a way that affects society positively. It is viewed as advantageous because the success of social entrepreneurship depends on many factors related to social impact that traditional corporate businesses do not prioritize. Social entrepreneurs recognize immediate social problems, but also seek to understand the broader context of an issue that crosses disciplines, fields, and theories. Can social entrepreneur change the world?

Keywords : social entrepreneurs, society, environment, social enterprise.

I. INTRODUCTION

Entrepreneurship is defined as an activity that involves the discovery, evaluation and exploitation of opportunities to introduce new goods and services, ways of organising, markets, processes and raw materials through organising efforts that previously had not existed. Other definitions subscribe to the notion of innovation as a key attribute of entrepreneurship. From the perspective of Kirzner (1997), the entrepreneur is an individual who is alert to opportunities for trade. The factors that distinguish entrepreneurs most strongly are innovation, opportunity recognition, process, and growth in a business and employment of strategic management practices in the business (Carland, Boulton & Carland, 1984; Watson, 2001). 'Innovation involves finding new and better ways of doing things that are commercialised whilst scientific invention entails the creation of a new product or concept almost for its own sake or to serve a purpose other than commerce' (Rwigema & Venter, 2005:113).

Entrepreneurship is the creation or extraction of value. With this definition, entrepreneurship is viewed as change, which may include other values than simply economic ones [1]. More narrow definitions have described entrepreneurship as the process of designing, launching and running a new business, which is often initially a small business, or as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit." The people who create these businesses are often referred to as entrepreneurs. While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start up, a significant proportion of start-up businesses have to close due to "lack of funding, bad business decisions, an economic crisis, lack of market demand, or a combination of all of these." There are many types of entrepreneurship, one of which is social entrepreneurship. As we know, we currently face many

social issues such as social inequality, poverty, unemployment, and many things that have happened which have resulted in more and more social communities suffering. With the constant anxiety regarding social issues, social entrepreneurs are becoming a way for entrepreneurs who not only think about profit but also think about social welfare.

Some people start businesses to improve the quality of their life. Others seek to work for themselves. And some see an opportunity in the market they can't resist. But sometimes the desire to use business as a means of creating positive change ignites the entrepreneurial spirit in you. This is called "social entrepreneurship". Social entrepreneurship involves starting mission-based enterprises that dedicate some or even all of their profits toward furthering a cause-giving their customers a purpose behind every purchase

Currently, many social entrepreneurs have sprung up. they have their respective goals in building social enterprises. there are many kinds of social entrepreneurship, this article will discuss about social entrepreneurship. The term social entrepreneurship itself has been put forward since several centuries ago, but its current existence is still foreign to the public. With the existence of social issues of concern in this world, will social entrepreneurship be able to overcome them, can social entrepreneurship be able to change the world for the better?. If more entrepreneurs are concerned with social issues and are not only concerned with profits but also sharing with others, perhaps social entrepreneurship can change the world.

II. BASIC THEORY

A. Social Entrepreneurship

Social entrepreneurs are defined as individuals or private organizations, who have vision for society, and the ability to develop innovative ways of dealing with and alleviating social problems in their communities (Alvord et al., 2004;

Korosec and Berman,2006). Social entrepreneurship uses business to offer new ideas for wide-scale social and environmental impact. Social entrepreneurship unites the passion of a social mission with an image of business-like discipline, innovation, and determination. Many social entrepreneurs launch whole new ventures applying innovative and often risk-taking approaches to create scalable solutions, which includes inventing new products and services. Others join existing social enterprises aligned with their interests and passions. For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices. Social entrepreneurs, however, are either non-profit, or they blend for-profit goals with generating a positive "return to society". Therefore, they use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development. [2]. Social entrepreneurs business structures as falling under three different models, applicable in different situations and economic climates: [3]

1. *Leveraged non-profit*: This business model leverages financial and other resources in an innovative way to respond to social needs.
2. *Hybrid non-profit*: This organizational structure can take a variety of forms, but is distinctive because the hybrid non-profit is willing to use profit from some activities to sustain its other operations which have a social or community purpose. Hybrid non-profits are often created to deal with government failures or market failures, as they generate revenue to sustain the operation without requiring loans, grants, and other forms of traditional funding.
3. *Social business venture*: These models are set up as businesses that are designed to create change through social means. Social business ventures evolved through a lack of funding. Social entrepreneurs in this situation were forced to become for-profit ventures, because loans and equity financing are hard to get for social businesses.

4. Social entrepreneurs challenges

Because the world of social entrepreneurship is relatively new, there are many challenges facing those who delve into the field. First, social entrepreneurs are trying to predict, address, and creatively respond to future problems. Unlike most business entrepreneurs, who address current market deficiencies, social entrepreneurs tackle hypothetical, unseen or often less-researched issues, such as overpopulation, unsustainable energy sources, food shortages. Founding successful social businesses on merely potential solutions can be nearly impossible as investors are much less willing to support risky ventures.[4].

The relevance of social entrepreneurship very much depends on the economic conditions in the respective countries. However, the challenges faced by the social entrepreneurs' world over revolve around conveying their business ideas, attracting donors, working conditions, hiring staff, financing, support from family and business,

government policies, maintaining quality, competitive forces and acquiring technology.

Efforts to overcome challenges can be done by choosing technology that is in accordance with the times, observing the socio-cultural developments of the community which are the focus of marketing, following political developments both at home and abroad, especially those that have an impact. in business, and trying to meet established environmental requirements. such as ISO 9000, ISO 14000 and Eco Label.

C. Opportunities for Social Entrepreneurship

Typically, opportunities in social entrepreneurship are based on the need to create social value which benefits the local community. A social enterprise usually does this by solving a problem or providing assistance in an area of need or disadvantage. Therefore, creating social value and not wealth is the main driver for social entrepreneurs. Additionally, they need to achieve financial stability to maintain value. Market that has many social enterprises:

1. Social enterprises which serve the financially poor population. In these markets, the profit margins are very low and the risks are high. Further, in certain sectors like microfinance, there is a constant debate as to whether a commercial operation can fulfil the needs of the poorest client groups more effectively than modified NGO models. In this niche, some examples of social entrepreneurship organizations are micro-clinics in low-income zones, affordable irrigation tools to poor farmers, etc.
2. New and challenging markets where the entrepreneur is required to incur heavy expenses to stimulate demand and create opportunities. This is due to the prevalent stigma and the challenges faced in acclimatizing people to newer and more complex technologies as well as challenging perceptions about certain services which need to be provided by the state. Some examples are offering counselling services to people living with HIV/AIDS or other socially marginalized groups, microinsurance products for farmers, etc.
3. Markets for products which offer environmental benefits but are not fully commercially competitive. Many environment-friendly business lines are completely commercially viable. However, there are many others which are suitable for hybrid social entrepreneurship.

III. METHOD

Literature study conducted by the author is by searching various written sources, whether in the form of books, archives, magazines, articles and journals, or documents that are relevant to the problem being studied. So that the information obtained from this literature study is used as a reference to strengthen existing arguments.

This literature study is carried out by researchers after determining the research topic and determining the formulation of the problem, before going to the field to collect the necessary data. The following is an explanation of the understanding of the Literature Study.

IV. DISCUSS

A. Development of social entrepreneurship for a better world

Some people start businesses to improve the quality of their life. Others seek to work for themselves. And some see an opportunity in the market they can't resist. But sometimes the desire to use business as a means of creating positive change ignites the entrepreneurial spirit in you. This is called "social entrepreneurship". Social entrepreneurship involves starting mission-based enterprises that dedicate some or even all of their profits toward furthering a cause-giving their customers a purpose behind every purchase.

1. The Importance of Social Entrepreneurship and initiatives

The social entrepreneurship is quite new and complex phenomena. Various authors provide different definitions of social entrepreneurship. In them components range from social justice, social value, viable socio-economic structures, forging a new equilibrium, employing innovation, entrepreneurial skills, market gaps, solving social problems, to social entrepreneur as a change agent. Michael Porter in his interview even associated social entrepreneurship with new, future order, so called transformational capitalism, as social entrepreneurship creates shared value Driver, 2011. Social entrepreneurship is beneficial for society as it is as one kind of social innovation and might bring benefits to various stakeholders: for business - rise in incomes and profits, customer's volume, loyalty and satisfaction, business reputation; for the social targeted groups: reduction of unemployment and social exclusion of social targeted groups; for the state: favourable public opinion, reduced pollution and the state's image"[5]

2. Benefits of Building Social Enterprise

For today's consumers and businesses, social responsibility is a growing priority as concerns about climate change, international development, and supply chain ethics become a more prominent topic of international discussion. In a CSR survey by cone communications 87% said they will purchase a product because a company supports an issue they care about. This reflects a shift in consumer awareness about the impact of their purchase decisions. Not only are businesses held to a higher standard, but many consumers are holding themselves to a higher standard as well. So while social enterprises, by definition, must dedicate a portion of their profits to the impact they want to make, they do enjoy the following benefits that help them succeed:

1. Mission-based branding. A company story with a cause at its core makes consumers feel good about every purchase they make from you.
2. Partnership opportunities. A social enterprise, because of its mission-based motivations, can partner with other non-profit organizations and for-profit companies to leverage existing audiences and established reputations to create a presence in their market. "In kind" resources and discounts are not uncommon for social enterprises.
3. Press coverage Publications and blogs love to cover social innovation and change makers and their impact,

helping social enterprises evangelize their efforts and share their impact.

Certifications and support systems. Social enterprises can be eligible for grants, "impact investing" opportunities that focus on job creation and sustainability, and special certifications such as a Benefit corporation Status that make it easier to establish credibility, commit to transparency, and attract customers, employees, volunteers, and investors.

3. Role of Technology

The Internet, social networking websites and social media have been pivotal resources for the success and collaboration of many social entrepreneurs [6] In the 2000s, the Internet has become especially useful in disseminating information to a wide range of like-minded supporters in short amounts of time, even if these individuals are geographically dispersed. In addition, the Internet allows for the pooling of design resources using open source principles. Using wiki models or crowdsourcing approaches, for example, a social entrepreneur organization can get hundreds of people from across a country (or from multiple countries) to collaborate on joint online projects (e.g., developing a business plan or a marketing strategy for a social entrepreneurship venture). These websites help social entrepreneurs to disseminate their ideas to broader audiences, help with the formation and maintenance of networks of like-minded people and help to link up potential investors, donors or volunteers with the organization. This enables social entrepreneurs to achieve their goals with little or no start-up. For example, the rise of open-source appropriate technology as a sustainable development paradigm enables people all over the world to collaborate on solving local problems, just as open source software development leverages collaboration from software experts from around the world.

4. Social Enterprise

A social enterprise is a type of business where the bottom line and success metrics are measured in more than just profits. Instead, social enterprises typically measure success based on a triple bottom line:

1. People. The human impact of business, and the ability to affect social change, improve lives, and develops a community in a sustainable way.
2. Planet. The environmental impact—how contribute to a sustainable planet or reduce the carbon footprint (CO2 emissions) of your business and customers.
3. Profit. Like traditional businesses, social enterprises need to make money in order to sustain themselves, pay workers, and grow as an enterprise.

5. Characteristic of social entrepreneurs

According to the Schwab Foundation for Social Entrepreneurship, social entrepreneurs share several characteristics. There are:

1. Achieve large scale social change.
2. Focus on the social or ecological change they want to make while earning money to support the change.
3. Innovate when looking for a solution to a social problem.

4. Use feedback to adapt and refine. social entrepreneurs have long existed in history. 19th century innovators Florence Nightingale and landscape architect Frederick Law Olmsted are considered social entrepreneurs.

C. Social Entrepreneurs in Indonesia

There are many problems in Indonesia that need to be resolved. In Indonesia itself, social entrepreneurship activities take the form of a business that does not seek profit, but only requires operational support. The purpose of such efforts is solely for the benefit of the community. So in other words, the business is not oriented to looking for profit only. Indonesia currently needs many new actors in the field of social entrepreneurship so that problems of poverty, education, health and employment can be solved through entrepreneurship. In this way, a more prosperous, prosperous and just and equitable country will be created.

One of the best roles in Indonesian social entrepreneurship is to have the goal of advancing microeconomic opportunities. Indonesian social entrepreneurship plays an important role for the government in Indonesia so that people avoid hunger, malnutrition, poverty and so on. Of course there are unemployment figures in the areas where a business will be established. However, the existence of the establishment of a business by Indonesian social entrepreneurs is very useful to reduce unemployment in Indonesia. Where people who have expertise in this field of business can find it easier to participate in working at the company.

IV. CONCLUSION

Some people start businesses to improve the quality of their life. Others seek to work for themselves. And some see an opportunity in the market they can't resist. But sometimes the desire to use business as a means of creating positive change ignites the entrepreneurial spirit in you. This is called "social entrepreneurship". Social entrepreneurship involves starting mission-based enterprises that dedicate some or even all of their profits toward furthering a cause-giving their customers a purpose behind every purchase.

In many cases, social entrepreneurs do make money. They're living proof that you can be successful as a business owner and do good at the same time. However, in some cases, the entrepreneurs elect not to take a profit for themselves.

One of the challenges to succeeding in social entrepreneurship is that it's easy to measure profit (did you make money or did you not make money?), but it's not as easy to measure your impact on people or the planet and communicate that to others.

Social entrepreneurs adopt a business model that puts their mission at the center of their business and are held accountable to their customers and stakeholders based on their proposed impact.

Social entrepreneurship can change the world, this opinion can be said to be true if there is more people realize that many people in this world need help. if people are aware of the social conditions around them, it is certain that the world will be better. wouldn't it be better if we not only get

material benefits but also get happiness by sharing with others. .

Through this article the author hopes there will be more people who are interested in becoming social entrepreneurs. hopefully there will be more people motivated to become entrepreneurs who not only benefit themselves but also help others.

The author apologizes if there is an error or inaccurate information and shortcomings in writing this article if it can be corrected by giving criticism and suggestions to the author.

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BEING ENTREPRENEUR IS NOT ALL ABOUT PROFIT: STOCKPILING AND IT'S IMPACT FOR ENTREPRENEUR

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Abstract. World of business nowadays are getting more competitive. Many entrepreneur have to cope with failure and this is getting worse since the covid-19 outbreak. The important factor of an entrepreneur can't sustain their business because they are too focusing to get as many profit as possible. Many entrepreneur take advantage of the opportunity to stockpile goods and resell them at a considerable price. This paper method by studying literature and aims to know the impact of stockpiling goods for an entrepreneur and the attitudes that must be applied to become a successful entrepreneur, so that the business can grow. At the end, Entrepreneur must be more sensitive to social circumstances to avoid leveraging opportunities for their personal interests. In addition, the entrepreneur must also be thoughtful and long-term committed to continuing the business.

Keywords: Entrepreneur, Business, Stockpiling, Ethics

I. INTRODUCTION

While it may seem easy to start a business, of course, nothing is really easy to do. That can be seen from the many entrepreneurs that can barely maintain their business in more than three years. Even a considerable number are not able to survive the first year to be an entrepreneur.

One of the reasons for their failure to do business is because the entrepreneur focuses too much on gain benefit as much as possible. But, does that mean the entrepreneurs have to justify any means to gain a profit? Of course, it's not. Even in a permissive business environment, it is possible, to be honest. There's nothing wrong with an entrepreneur thinking of seeking an advantage. What is wrong is when the way it is done is incompatible with conscience and law.

Since the coronavirus outbreak in early 2020, many irresponsible entrepreneurs have intentionally stockpile masks, hand sanitizer, or even basic foodstuffs, to sell them at a considerable price. They take advantage of one of the theories of the law of supply and demand, where the need for goods increases and the stock declines, the price of the goods increases.

Nevertheless, stockpiling items in such a crisis and scarcity is a crime. Apart from being ensnared by the law and affecting business, doing so is a bad attitude for an entrepreneur to adopt. A good entrepreneur must be able to be open-minded and think about the long-term consequences they encounter.

II. METHOD

The literature study conducted by the author is to find various written sources, in the form of books, archives, magazines, articles and journals, as well as documents that are relevant to the problem under study. So that the information obtained from this literature study is used as a reference to strengthen existing arguments. This literature study is carried out by researchers after determining the research topic and determining the formulation of the problem, before going to the field to collect the necessary data.

III. DISCUSSION

A. Stockpiling and It's Impact for Entrepreneur

The crisis conditions of the coronavirus are exploited by many irresponsible entrepreneurs amassing the most basic

needs, making them increasingly difficult to acquire in the market. Such conditions are no doubt used to corrupt markets so that scarce stock items can be sold at high prices. Last March the Tasikmalaya City's Food Task Force went on an inspections and found hundreds of tons of raw sugar stored in a warehouse owned by one of the region's custard. This action would create public panic, given the scarcity of sand sugar in the field at that time in the Tasikmalaya region. Also, in April, there were 18 cases of mask hoarding and hand sanitizer with 33 suspects in the Jakarta area.

Of course, this can't be allowed to roam freely. An entrepreneur who does build-up activities can get into a legal case. Article 29 of the Law No. 7 of 2014 on Trade forbids businesses to store essential items and/or essential items in a given amount of time and scarcity of goods, price fluctuations, and/or trade traffic barriers. Those who disobey that rule can be charged with article 107 of the Law No. 7 of 2014 on Trade with a maximum prison penal threat for 5 years and/or with a maximum fine 50 billion rupiah. Moreover, entrepreneurs are also prevented from making deals with the entrepreneur, which aims to impact prices by managing the production and/or marketing of an item and/or services, which can lead to monopoly practices and/or unhealthy business competition. Actions of individuals violating these terms can be administrative and/or criminal.

According to Kohlber, at the level of social contracts, adherence to the law is an obligation for public welfare and protection of all people's rights (utilitarianism), but at the same time, the values of life and freedom remain firmly held regardless of majority opinions. According to utilitarianism, an act is good if it is worthwhile and useful, especially for the entrepreneur and everyone affected by the action. Even so, there is a need for ethics despite of legal norms. It is inadequate for fear of a mere legal Angle, disregarding the principles of virtue. But of course, moral norms contain an element of awareness within humans. Moral sense comes when one must make decisions that involve the interests, rights, or happiness of another (Magnis, 1975:22).

It is morally good to act when subjected to good motivation, means, and purpose of action. Good and evil a motivation would justify the actions. The means or actions thereof must be good and contained no evil element because

they will affect all the effort and results to be achieved. Honesty, responsibility, goodness, and truth are among the values that need to be enforced in the business world.

On the run of business, entrepreneurs must take note of the ethical principles that need to be applied. Keraf (1994:71-75) identifies five principles, the principles of autonomy, the principles of honesty, the principles of non-maleficence, and the principles of good conduct, the principles of self-respect, and the principles of justice. In the principles of autonomy, there is certainly responsibility. The responsibilities of an entrepreneur in the business world include responsibility in oneself or his conscience, and responsibility to the consumer by providing well-quality goods or services at the appropriate price. In the principle of doing good, an entrepreneur is required to maximize the benefit of others or at least do nothing to hurt others. Moreover, with the principle of respect for oneself, an entrepreneur must treat others as he or she wants to be treated by others as well.

The business ethic is limited by following the law because law becomes a moral force in the business world. Business ethics are invariably one with the current value systems in the norms of human behavior, so the entrepreneur must apply goodwill. The strength and resilience of business are influenced by the application of the business ethic, for it includes values essential to the advancement of the business. Still, good intentions for establishing a business ethic need to be supported by a governmental regulatory system that does not make business activities difficult.

Economically, a good business is a business that doubles its profits. But on the other hand, good business must be operated on legal norms by defeating every means in achieving economic goals. Above all, good business is a business that is run honestly, fairly, and responsibly.

The stockpiling of basic commodities is not without consideration for the greatest gain. But in cases like these, entrepreneurs must be more sensitive and sensitive to social circumstances to avoid taking advantage of opportunities for his or her interests. In the business of entrepreneurs, they must adapt to social ethics, business ethics, and a law-abiding ethic concerned with human values. With good morality, naturally, entrepreneurs will have unrivaled selling value.

B. Basic That Every Entrepreneur Must Know

According to James Kayui, in his book with the title *Start and Run a Fish and Chip Shop or a Burger Bar*, many entrepreneurs fail to run his business. From the 15 points he mentions in his book, there are five important points we can take, an entrepreneur's failure can occur because of:

1) Not a good business plan

Many of the entrepreneurial failed on account of immature ideas and concepts. A business plan must be realistic and requires good strategies to meet future business challenges. In the competitive business world, an entrepreneur must plan the business meticulously.

2) Poor management and leadership

Businesses need to be properly organized to operate properly. In this regard, an entrepreneur must be intelligent and can read the circumstances well, to get the business under control.

3) Business competition

Many entrepreneurs who are unable to compete in the business world. To do that, an entrepreneur must be

creative and innovative. Without innovative thought, anyone wouldn't be a creator. An insatiable self-character is necessary to encourage initiative thinking. Before starting a process, it would take a thought that was out of the path of innovation. A desire to grow and think outside the reach of an 18-year-old, Matt Mullenweg, made him earn a lot of money and made some subsidy. The dividend in 2008, five years after the release of WordPress, reached \$29 million in the United States.

4) Poor customer service

Failure in the way and service to customers will affect the growth of the business. Prime skills are needed in this regard so that a good impression is lasting. This will certainly affect the success and progress of the business being carried out.

5) Lack of commitment

None of this is risky. But if the entrepreneur is long-term committed, it will certainly make the entrepreneur resistant to the pressures and challenges of business. Neither would he be hasty in making decisions because he would surely consider every consequence of his actions.

Therefore, an entrepreneur must have a clear vision and long-term planning. Entrepreneurs also need to think about a lot of great and creative ideas but don't worry too much about the other entrepreneur. While the present business world is increasingly competitive, one of the best ways to view the competition is to see it as an excuse to improve the quality of business. An entrepreneur must excel among many competitors and make competition the motivation for improvement and strive for unique market value.

In the business, there is certainly an entrepreneur that is both right and wrong. When an entrepreneur wants to be a successful and thriving business, sure an entrepreneur must strive to avoid the entrepreneur. The entrepreneur who knows his limits in business would be more careful. The entrepreneur will certainly try to avoid self-interest and seek profit, aware of the consequences.

Apart from harming others, it will impact the entrepreneur's business. The three factors that will most certainly happen are the lowering of people's trust in entrepreneurs, the lowering of revenues and businesses, and the loss of consumers (Tri, 2015:5-9). The role of an entrepreneur mentality must dare break down all the pathways or ways to make the most profit by neglecting the role of business ethics.

Determining goals in business is essential for business objectives. By determining the goals and the time it takes to achieve them, the entrepreneur is more remarkable in running his business. It is inefficient for an entrepreneur to expect anything instantaneous in a short time. With a target, of course, the goals one wants to achieve will be more purposeful and long-term.

According to Mochtar Lubis, one of the characteristics of Indonesian people is that they always want to get rich quickly through shortcuts and be reluctant to answer. Whereas being responsible has a profound effect on business activities. An entrepreneur's responsibility will cultivate the trust of others. This attitude becomes the most basic capital an entrepreneur must possess, for it reflects the entrepreneur's serious personality in running his current and future business.

To begin an instantaneous business venture, doesn't mean it can bring an entrepreneur to achieve an entrepreneur's success. Hard work and learning in business must still be undertaken to achieve that success. To be successful, an entrepreneur must address himself or herself through continued study and work, and enduring setbacks to the entrepreneur. Even when we are successful, we must strive to preserve that success and increase our own.

An entrepreneur can't succeed without skill and knowledge. Knowledgeable entrepreneurs, of course, knows that doing a stockpile is an act of breaking the law. Furthermore, with the knowledge he will be able to judge that stockpiling goods, making them scarce in the market and then selling them at a high price, will only keep his business afloat for a certain season. While an entrepreneur's primary objective is to make his business grow and last a long time.

Moreover, sooner or later business is sure to undergo an entrepreneur's transformation without realizing it. So an entrepreneur needs to be able to cope with the constant change and adapt to the changes. Changes in environment, policy, and technology make businesses continually mutate. But when the entrepreneur frequently reads the changes carefully, he or she adapts quickly, thinking wisely and efficiently about the changes.

Just as the advent of the coronavirus outbreak makes the entrepreneur has to think carefully before acting. Stockpiling an item and selling it at a high price would certainly destroy the entrepreneur business. If the entrepreneur is too stubborn, just thinking about profits, and sacrificing his customers to get more money, he or she will inevitably lose the consumer or even the consumer. Apart from losing his consumers, he even had to confront legal issues.

If so, entrepreneur needs to do some introspection. It is also important to learn from your mistakes and acknowledge them. Entrepreneurs must be good at reading situations, but don't just look at possibilities and opportunities. Entrepreneurs also must think long - term and consider all things in doing everything. The entrepreneur who runs an efficient business, maintains quality and quality, and pays a competitive price with friendly services are sure to do very well.

The entrepreneur must always realize the importance of good business. The good ethics here means that an entrepreneur must be morally good in every condition. An entrepreneur who has the integrity of a personality or the most remarkable entrepreneur... will surely win the business competition. Therefore, there is no need for defrauding and stockpiling to make a maximum profit.

IV. CONCLUSIONS

An entrepreneur who goes through stockpiling activities and then sells them at high prices, can get involved in a legal

case and threatened with a criminal. In the business of entrepreneurs, they must adapt to social ethics, business ethics, and a law-abiding ethic concerned with human values. With good morality, naturally, entrepreneurs will have unrivaled selling value.

An entrepreneur must have a clear vision and long-term planning. An entrepreneur must also expect to cope with the constant change and adapt to the changes. Furthermore, when faced with failure, it is important for an entrepreneur to learn from their mistakes and acknowledge them.

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YOUNG BUSINESSES IN DEVELOPING ENTERPRISES IN ASIA

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Abstract. Entrepreneurship is a person who exerts the resources of the desire or an achievement from within a person to do something useful for him and others in the form of a business with the results of the ideas created. Efforts to maximize these resources are carried out by the existence of designs, ideas, innovations, processes, controls and goals. Business opportunities depend very much on what field you want to be in. Young businessmen are none other than think independently, are optimistic, always looking for challenges and opportunities to improve their business. Of course, in determining what business to build for young businessmen, there is a big concern which is needed by the Government Preneur Culture, which means freedom in determining the work culture, schedule, and even the uniform used. Because you have this freedom, you will be at your own risk. With this, young businessmen in processing and carrying out their business need to start with a mindset by way of thinking in an area where this mindset is formed from several beliefs in the mind and personal self, as well as how the work culture is a philosophy based on a view of life as a value. -values that become traits, habits and also the driving force that is cultivated to achieve success according to the vision and mission. This research uses a qualitative approach with a case study method in technical terms, data collection is done by observation and documentation methods.

Keywords: Entrepreneurship, Innovation, and Government Culture Culture

I. INTRODUCTION

Entrepreneurship (entrepreneurship) or Entrepreneurship is the process of identifying, developing, and bringing a vision into life. That vision can be innovative ideas, opportunities, better ways of doing things. The end result of this process is the creation of new ventures that are formed under conditions of risk or uncertainty. Aspiring entrepreneurs around the world have several opportunities both in their country and at destinations abroad. With many Asian economies opening up, western entrepreneurs can now invest in countries like China and India along with Indonesia and Thailand in addition to the newest arrivals of Vietnam and Cambodia. Indeed, all of these economies have grown at a faster rate than those in Latin America and Eastern Europe.

It should be noted, therefore, that although the governments of these countries are business friendly and open to foreign investment, the basic reality is such that entrepreneurs may run into difficulties for a number of reasons. Entrepreneurial Bureaucracy is the process of how to organize and manage a bureaucracy that was originally rigid into a professional, innovative and supportive bureaucracy.

Challenges for Doing Business

(1) First, the bureaucracy in these countries, means that unless the entrepreneur is well connected locally, he will face hurdles in land acquisition, licenses and other approvals. In addition, the legal systems in many of these countries are slow moving and outdated which means that honoring contracts and arbitration in cases of legal disputes will take a long time and, more importantly, will be subject to old laws and regulations.

(2) Second, despite the enthusiasm at the national level, entrepreneurs have to deal with state and provincial governments in these countries which have their own set of policies governing business and regulating trade.

(3) Third, the infrastructure in these countries is sometimes not up to global and western standards which means that bad roads, erratic and bad electricity supply, irregular water, and urban congestion mean that entrepreneurs have to face challenges. this too.

(4) Fourth, social stability and unrest are big risk factors as is the safety aspect of women which means that unless the entrepreneur plans to have a minimal staffing arrangement he will have to deal with all these problems as well.

Opportunities for Growth However, the picture is not as bleak as it sounds because there are still some bright spots in these countries that offer entrepreneurs the opportunity to make their dreams come true.

1. The emerging middle class in these countries is a rich source of labor which means that there is an available base for entrepreneurs to be employed.
2. wages are low by western standards and this means that any business in these countries can be done at a much lower cost than in the west.
3. The purchasing power of people in these countries is growing which means that there are ready and untapped markets for consumer goods and durable goods.

II. BASIC THEORY

Entrepreneurs are people who have ideas, innovations, creativity to create new products or things that are useful for themselves and others of high value. Entrepreneurship is a process of doing or creating something new in a creative and innovative way that provides benefits for others and has added value. Entrepreneurship is a person who exerts the resources of a desire or an achievement from within a person to do something useful for him and others in the form of a business with the results of the ideas he makes. Efforts to maximize these resources include designs, ideas,

innovations, processes, controls and goals. Business opportunities depend a lot on what fields you want to work on. In general, the concept of Government Principle is the development and management of a country's economy effectively and efficiently. In an entrepreneurship, it must have something called a mindset or Mindset.

That is, a habitual way of thinking in a field where this pattern of thinking is formed from several beliefs in our minds. Work culture is a philosophy based on a view of life as values that become traits, habits and drivers that are cultivated in a group and are reflected in attitudes into behavior, aspirations, opinions, views and actions that manifest as work or work.

Government Principle Mindset According to Joseph Schumpeter, an entrepreneur is an innovator, a person who is full of ideas and transmits these ideas into the company he owns so that they can develop rapidly. Furthermore, Joseph said that an entrepreneur is not motivated to seek profit for his company, but makes the profit level a track record to measure the success or achievement that has been achieved. Generally an entrepreneur has the following thoughts:

1. Is a person who thinks independently
2. Can transmit the advantages it has to the company
3. Optimistic thinking
4. Always looking for a challenge
5. Always looking for opportunities to improve your business

Government Preneur culture is having the freedom to determine the work culture, schedule, and even the uniform used. Because you have this freedom, you must bear your own risk.

III.METHOD

Literature conducted by the author is to search for various written sources, in the form of books, archives, magazines, articles and journals, as well as documents relevant to the problem under study. So that the information obtained from this literature study is used as a reference to strengthen existing arguments, and use a qualitative approach.

IV.DISCUSS

There are 4 keys to how to become a successful businessman on a world scale, even at a young age, including:

1. Think out of the box In the business world, sometimes it is required to build and create new and fresh things, which is one of the main strategies. Dare to think out of the box or outside the ordinary in the world of business will be a new breakthrough outside the minds of many people so that it will become a unique feature of the business we have and are in.
2. Become an observant observer A smart businessman, of course, must be able to pay attention to the surrounding

environment by looking at the existing phenomena, what the community needs, what problems exist in life, as well as the habits and lifestyle of each community. Then all these things are linked to one another by relating cause and effect. If the root of the problem has been found, then the business actor can then associate it with the business that they have, for example by issuing a product or service as a place for providing solutions.

3. Ready to accept the risk Regarding thinking out of the box, this certainly doesn't mean it will run smoothly. Of course this will create 2 possibilities if implemented, ending successfully and running or stopping unsuccessfully. Of course, people with entrepreneurial spirits must be ready to accept these 2 possibilities without hesitation.
4. Expand the network of colleagues Doing business by relying solely on yourself will certainly be difficult to develop and to achieve the world-scale businessman said it will be difficult to achieve. By having good relations with outsiders, such as collaborating with other companies or agencies, you will get many benefits such as the injection of funds, mutual support, and also mutual symbiosis between companies.
5. Resilient and painstaking Doing a business activity is certainly not just one or two attempts to succeed. Obstacles and also unexpected things that occur are certainly a challenge to face. So a true businessman must be persevering and not easily give up, let alone give up in developing his business wing.

V. CONLUSIONS

From the results of this article, I can conclude that to build a famous entrepreneurship in Asia from a young age is to apply a mindset system, the ideas that will be applied to achieve a goal are mature, then from there we can determine what our business path is and How.

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