

# 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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