

# Educating Through Entrepreneurship Training by Utilizing the Nonorganic Waste

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**Abstract**—This research is aimed to know the improvement of the entrepreneurship spirit through entrepreneurship training to the school society by utilizing the non-organic waste. In order to support, maintain and develop business of the non-organic waste product, further will be reviewed the strategy, concept and cooperate type which is beneficial for both creditor and debtors facilitated by Local Government to guarantee the certainty and continuity of both businesses which in the end will increase the Real Local Income through Tax and Retribution. The method used to analyze this research is linear regression, correlation coefficient and determination coefficient. The result will be used as the source of the strategy making, concept and cooperate model which beneficial one another (Creditor, debtor, and local government) fit to the community typology and the business climate. The result study found that the school member and local communities are having a high entrepreneurship. It is shown from the develop of non-organic waste, especially plastic and patchwork waste become a worth selling product in the society so that attract to develop the processed pro.

**Keywords**—cost efficiency; entrepreneurship; nonorganic waste

## I. INTRODUCTION

The empowerment of public economy in supporting the government program, one of them is the existence of small business such as cooperation and Micro, Small, Medium Enterprises. The cooperation and Micro, Small, Medium Enterprises can give a great contribution toward Indonesian Economy. In a global context, the potential of cooperation and Micro, Small, Medium Enterprises is huge enough, both from the demand and offering. From the expense side, consuming pattern also has a great correlation between cooperation and Micro, Small, Medium Enterprises so that put themselves as the biggest second industrial sector in employment after farming and manufacture. It indicated that a lot of people depend their life on this Micro, Small, Medium Enterprise's activity. On the progress, those small traders are the one who dominated the number of workers in the retail's industry in Indonesia. Those traders, next, became the trader in the traditional market, grocery store, and even street trader. The existence of those traders are undeniable, regarding the growth of citizen that is unequal to the growth of the job opportunities because of the majority of the traders from this retail industry who tenant the traditional market came from middle low, so that it is better for the government to be concerned on those small traders by educating them in order not to be crushed by

foreign retailers who are actively doing investment especially the huge scale like Hypermarket and Department store. Such as Carrefour, Alfamart, Indomaret, etc.

The member of SMK ALBANA Cilebut and Local Communities of Cilebut Bogor are potential entrepreneurs who are having handcraft skills. Those societies are able to create a handcraft from a non-organic waste. Unfortunately, the skills are not supported with the right marketing strategy. Therefore, an entrepreneurship training is needed to support their skill in order to maximize their entrepreneurship as stated by Ogundele et al., developing entrepreneurship has been identified as a means of providing employment and a powerful weapon of fighting poverty in the country [1]. Based on this fact, the member of SMK ALBANA Cilebut and Local Communities of Cilebut Bogor are given education of entrepreneurship training covered creating junk bank; making valuable products from a non-organic waste such as accessories, purses, bags; making a financial management; cash flow; having a marketing strategy; having a community of junk bank.

A non-organic waste product is a new breakthrough in supporting the government program toward Indonesian Go Green. As we know, plastic waste is one of non-organic waste that we need to limit its usage because the material of the plastic is really hard to be composed even in a very long time. By the non-organic waste management product, it can reduce the plastic waste debit so that the Indonesian government program can be done well so the Indonesian citizen achieved the 3 S Slogan (Healthy, Simple and Wealth-*Sehat, Sederhana, dan Sejahtera*). Felipe et al., stated on the result of the previous study that it is widely recognized that land reuse of wastes can be a valuable and cost-effective soil plant recycling of organic matter and plant nutrients [2].

Becoming an entrepreneur is no longer the idiosyncratic twist of one person's professional development, but a fulfilling career, career one can plan for, a career within reach of many more people than might have been imagined [3]. Entrepreneurship didn't exist in a sudden, but in the form of a learning process. The needs of entrepreneurship education for each people consist of:

- Entrepreneur who have a great ability. That's why it is reasonable to give chances toward each human being to have entrepreneurial spirit. Entrepreneurship can be

formed, trained, educated, developed and increased the number

- Someone with entrepreneurial spirit, it is themselves who create a human with personality, superior character, give ability to rid of negative mental attitude, and also to increase the competitiveness and effort to reach the advance
- Entrepreneurial spirit is one of the asset for somebody in getting through life.
- Entrepreneurship is the source of the improvement of personality quality and business capability. The entrepreneurship excavation absolutely expected for each person.

There is some benefit for society and the country from entrepreneurial spirit people, such as below:

- As the generator and created source and also the develop of job opportunities
- As the development implementer who have trustful integrity and dedication to advance the neighborhood.
- As the helper to others so that others able to help and help themselves
- As the regular tax payer
- As the ideal human resources

Based on the explanation above, this research is an effort to expose how far non organic waste as the source of Entrepreneurship. Further, the result of this study will be used as the recommendation pattern material, strategy framing, concept and cooperation model which is beneficial for all parties.

## II. THEORY

Comparing the production cost budgeting (input) and the production cost realization (output) is a way of production cost efficiency [4]. Furthermore, Drury stated that in setting a price and other decisions heading to the preparation of budgets, the production of performance reports, the calculation of standards costs and the provision of relevant costs which depend on reliable estimates of costs at different output levels [5].

The definition of marketing strategy according to Kotler, the business unit hopes to achieve its marketing objective by using marketing logic [6]. there are four component included in the marketing mix [6]. They are product, price, promotion, and distribution. The traditional 4P marketing approach worked well for the product marketing. However, 4P is not enough for the service marketing. Booms and Bitner suggested additional 3P for the service marketing, like: people, physical evidence and process [7].

The best entrepreneurship offers new ideas, new products and more jobs which merely important for the economic development of a country [8]. Consideration in making a decision to have a specific alternative of purchasing is known as buying decision [9].

## III. METHOD

Linear regression, correlation coefficient and determination coefficient are the method used in this study. The result of this study will be used to create the strategy, the concept, and the cooperation model which is beneficial for one another sides (creditor, debtor, and pemkab) based on the public typology and business climate in SMK ALBANA Cilebut Bogor and people surround. The member of SMK ALBANA Cilebut and Local Communities of Cilebut Bogor are the sample of this research with total of 140 respondents which is chosen randomly using Slovin formula. The Hypotheses is done with F-test and t-test at the real level or significance of 0,05 by using the SPSS program version 22.

## IV. RESULTS

The steps of educating through entrepreneurship training for the member of SMK ALBANA Cilebut and Local Communities of Cilebut Bogor in utilizing the non-organic waste are: (1) Educated the material of Entrepreneurship; (2) make a training group for the junk bank community; (3) doing coordination with the team leader of the groups about the junk bank; (4) make a tutorial of utilizing the non-organic waste in changing patchwork into beautiful brooch accessories and house plastic junk into various handcraft (handmade) such as purses and bags; (5) giving seminar about financial management and administration to make the financial report of Small and Medium Enterprises; (6) training of making daily cash flow related to the effectively and efficiency in Small and Medium Enterprises finance.

TABLE I. TABLE OF THE TRAINING SCHEDULE

No	Acitivities	Mouth											
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Doing a socialization to the people of cilebut realted to the enterpreneurship training	✓											
2	Presenting a proposal of enterpreneurship training in front of the member of SMK ALBANA cilebut and cocal community of cilebut bogor		✓										
3	Forming group of enterpreneurship			✓									
4	Spreading the questionnaires and the enterpreneurship training in fornt of tutor of making product from a non-organic waste become acessories such as brooch, purse, bags, etc.				✓	✓	✓						
5	Training of financial management, marketing strategy, and cash flow							✓	✓	✓			
6	Marketing terms of junk bank community junk bank secretariat in Batu Gede, Cilebut at SMK ALBANA										✓	✓	✓

From the entrepreneurship training, the member of SMK ALBANA Cilebut and Local Communities of Cilebut Bogor should make a junk bank community. By the end of the training the member of SMK ALBANA Cilebut and Local Communities of Cilebut Bogor have a junk bank under the Bogor local government, financial management knowledge such as cash flow, financial report, and marketing strategy. The training is given in twelve months. Started from the socialization until the making teams of junk bank community in a junk bank secretariat in Batu Gede. Socialization, presenting proposal and forming groups of the entrepreneurship training, each of them is run in a month. As drawn on the table 1, spreading the questionnaires, giving tutorial of making product, training of financial and management knowledge, and making teams of junk bank community, each activities is run in three months.

There are three dependents variables and one independent variable. Based on the result of the questionnaire, there are entry data of scores from the independent variable consists of Production Cost Efficiency ( $X_1$ ), Market Segmentation ( $X_2$ ), and Entrepreneurship Education ( $X_3$ ) and also dependent variable of Buying Decision ( $Y$ ), then scores from those variables concluded in the form of entry data to ease and fasten the calculation by using the SPSS application program Release 22.

The analysis is done with the multiple correlation regression equation among the three X independent variable (Production Cost Efficiency, Market Segmentation and Entrepreneurship Education) with the dependent variable of Buying Decision ( $Y$ ). The data analysis is in the form of tables like descriptive table, correlation matrix table, output summary table, annova table, the licoefficient table, output residual and output probability and also two histogram graphics and Plot P-P normal graphic. The score from multiple correlation coefficient (multiple R) is known 0,796 which means closer to +1 means that the score of the independent variables such as Production Cost Efficiency ( $X_1$ ), Market Segmentation ( $X_2$ ), and Entrepreneurship Education ( $X_3$ ) altogether are having the strong closeness correlation to the dependent variable of Buying Decision ( $Y$ ). The huge effect of those three independent variable that observed can be seen from the determination coefficient (R square) of 0,634. This number explained that the effect of those three dependent variable of Production Cost Efficiency ( $X_1$ ), Market Segmentation ( $X_2$ ), and Entrepreneurship Education ( $X_3$ ) toward Buying Decision of 63,40% which means that there was an increasing from the Buying Decision Consumant can be explained from the variety of those three dependent variables or on the other words, the effect of those three X depedent variable toward Buying Decision is 63,40%. The rest of 36,60% is the other dependent variable that is not being researched on this study. In conclusion, the dependent variable of Production Cost Efficiency ( $X_1$ ), Market Segmentation ( $X_2$ ), and Entrepreneurship Education ( $X_3$ ), can be used to estimate in order to know how much the change of dependent variable score of Decision Buying ( $Y$ ), when the dependent variables increased. In the other word, the analysis of multiple correlation regression statistic among those three dependent variables ( $X$ ) with the independent variable ( $Y$ ) can be

continued or it can be stated that the test toward hypotheses 0 ( $H_0$ ) is rejected. So that it can be known, there is a correlation or strong impact between Production Cost Efficiency ( $X_1$ ), Market Segmentation ( $X_2$ ), and Entrepreneurship Education ( $X_3$ ), and the Buying Decision ( $Y$ ).

Local communities and the Vocational High School members in Bogor, Indonesia are given trainings to turn the non-organic waste into useful products. The local communities and Vocational High School members in Bogor applied the training and developed the creativity so that the non-organic waste product turn into not only useful but also have a high value. This high value product sold to the market and developed in order to be able to compete in the market.

## V. DISCUSSION

Ogundele et al., stated on their study that developing entrepreneurship has been identified as a means of providing employment and a powerful weapon of fighting poverty in the country [1]. Therefore, giving entrepreneurship training become a need for the member of SMK ALBANA Cilebut and Local Communities of Cilebut Bogor. The training is not only covered about how to produce products from a non-organic waste but also how to manage their financial by given the financial and management knowledge such as financial report, cash flow and marketing strategy.

Because the products created from the non-organic waste so the local communities and Vocational High School member need no capital or less money to be an entrepreneur. Felipo et al., stated on the result of the previous study that it is widely recognized that land reuse of wastes can be a valuable and cost-effective soil plant recycling of organic matter and plant nutrients [2]. This makes the process of turning the non-organic waste into useful product need a low cost production. The low cost production develop the creativity of the local communities and Vocational High School member so that the product created have a high value. Supported by the right marketing strategy, this product can be sold and supported the family income for both local communities and Vocational High School member. Becoming an entrepreneur is no longer the idiosyncratic twist of one person's professional development, but a fulfilling career, career one can plan for, a career within reach of many more people than might have been imagined [3]. The marketing strategy used in selling these products are online media and fair. Good packaging of products will support the marketing strategy. To have a good packaging, the products need to have trademark which is legalized from the government and supported by the cooperation so that the products have eye catching packaging and high value.

## VI. CONCLUSION

By educating through an entrepreneurship training toward the member of SMK ALBANA Cilebut and Local Communities of Cilebut Bogor, it is hoped to be able to support the Indonesian government program, head to go green supported by cooperation so that local communities and Vocational High School members in Bogor, Indonesia are having a unique, cheap and efficient Business Centre of managing the non-organic waste become beautiful souvenirs, a

good beginning step in promoting the government program and advancing the school society and surround people so that able to sell their own processed product with a relatively small capital but create a promising profit with a well marketing strategy in purpose to gain the maximum profit to reach wealth for the school society and surround people. From the training given to the member of SMK ALBANA Cilebut and Local Communities of Cilebut Bogor, not only creating a product from a non-organic waste but also having a junk bank as the source in making the product. In the end the trainee will be able to manage the financial not only for the cash flow but also financial report in order to predict the profit from the product being sold.

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