

Online Entrepreneurship Training for Retired Employees

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Abstract—This PKM program by conducting community service, which is conducting training on the importation of Chinese goods and marketing them online to retirees and prospective retirees with Entrepreneurship Training and Assistance in Importing Chinese Goods and Online-Based Marketing to Unisba Pensioners and Prospective Retirees. The strategic target audience involved in this service are retirees and prospective retirees within the Bandung Islamic University. Furthermore, it is expected that participants who have taken part in direct training and practice on importing goods from China and marketing training are expected to be able to provide knowledge to obtain additional income for them. Based on the results of the activities, it can be concluded from the PKM activities, namely: 1. The material of the PKM submitted was assessed by the target audience ie the retirees and prospective Unisba retirees following their interests, namely to fill their daily activities and increase their income. 2. Understanding the target audience regarding the ability to import goods and market them online is still relatively low because most have never received such training. 3. PKM activities with this training have a positive impact (benefit) on the target audience, i.e. they have been able to import Chinese goods and put them online by using Facebook add.

Keywords: *training, mentoring, import, marketing online*

I. INTRODUCTION

Retirees and Unisba lecturers/employees who will approach retirement are afflicted with a sense of anxiety over being unprepared in retirement starting from psychological aspects, economic and material aspects as well as social aspects. This anxiety arises because of seeing various cases that occur pensioners and lecturers/employees of Unisba who feel frustrated and stressed in facing retirement, which is faced with the problem that the income earned from Unisba's pension funds is insufficient to meet the high living needs. This excessive anxiety will certainly add to the problem for retirees and prospective retirees in their retirement so that a solution is needed to anticipate this possibility. Nevertheless, there are also among retirees and retired candidates who face it casually without the burden of being even full of optimism because they can actualize themselves to be better and free at work, even though the numbers are fewer when compared to those who feel anxious and anxious.

The diversity of reactions caused by each pensioner and the prospective retiree is driven by differences in perceptions and thoughts about retirement. For this reason, pensioners and retirees need to be equipped to equate their perceptions and thoughts about retirement so that the anxiety and anxiety faced by these retirees can be overcome, and retirees can enjoy and live their retirement happily without any burden.

The need for equipping is an opportunity to do community service to find solutions to free the pensioners who are suffering from anxiety as a form of finding a solution. One of them is to form pensioners to have entrepreneurial spirit by developing themselves through the business of selling imported products from China which is currently a trend in Indonesian society, especially in West Java, which is expected to be something that can be followed by retirees and prospective retirees, so that they will be a partner of the proposed PKM program.

This phenomenon is also seen in lecturers/employees who will retire and lecturers/employees who have retired, who will become partners of the proposed PKM program. In particular, PKM activities are proposed to choose a group of Unisba employees and lecturers as partners because of the large potential available to be developed and utilized optimally.

Lecturers / employees who will face retirement from 2014 to 2020 are 77 people consisting of 16 people with lecturer status (21%) and 61 people (79%) with employee status, while the length of service for each pension is around the work period between 20-25 years as many as 16 (21%), tenure of 26-30 as many as 15 (19%), tenure of 31-35 as many as 33 (43%) and those who have more than 35 years of service as many as 13 people (17%) . While the amount to be received each month both lecturers and staff are as follows: 9 people (12%) pension funds are given at once because the value of pension funds is less than 100,000,000, while most lecturers/employees who receive monthly pension funds are less than 750,000 17 people (22%), while those who receive less than one million are 36 people (47%) and those who will receive less than 1.2 are 15 people (19%)

Based on the above data the average pensions from Unisba earn the most income is less than 1 million or as much as 47%, while the average expenditure ranges between 2 million-3 million so that with their pensions many are experiencing

frustration due to insufficient in prospering the family, there are even lecturers and employees after retirement selling around the campus with dor to dor to each faculty to offer their merchandise.

Only about 5% of retirees have succeeded in developing their business after retirement that they prepared beforehand, while most pensioners did not prepare it from the start so that the pension arrived feeling confused about where to go and how to look for deficiencies to cover up their shortcomings. Based on this phenomenon employees and lecturers who will retire and employees and lecturers who have retired, will be given training on importing goods from China and training on how to market them online, so that lecturers/employees and retirees can earn additional income.

Imported goods from China is used as a very good idea in the sale and growth of e-commerce (the use of information technology and transportation in trade). Imported commodities from China very much ranging from electronic goods, clothing, furniture, shoes, bags, and so forth. On the other hand, domestic production costs continue to increase, with very expensive production costs, the production of goods in Indonesia is not efficient. This has triggered a surge in imports from China both by large and small companies. By bringing in cheaper goods from China, it is expected to provide more benefits for consumers and distributors in Indonesia.

The import of Chinese goods is one of the most successful market tactics in the area of sales. Many Chinese products can be imported from electronic goods, clothes, furniture, accessories, cell phone Cushing, shoes and so on. China is a storehouse of unique, creative and world-class goods. Thus, it is necessary to know what is the import of Chinese goods and various ways of shipping through reliable cargo services.

Import is the activity of entering goods from abroad into the country. Imported goods from China have recently become trending in Indonesia. China is one of the biggest manufacturing countries in the world. There are several advantages to being an importer from China, in addition to China as the largest manufacturing country in the world and also the price of goods products from China is very cheap. Then many very unique items are very rare and innovative and the numbers are millions of people. Then the shipping costs are very cheap. The Chinese government is very supportive of SME businesses, so the Chinese government provides subsidies on shipping costs that are very cheap for imported products.

In importing goods it should not be done carelessly so that profits from the sale of these products can still be obtained. So that pensioners and retirees who will face retirement need to be given training with little capital can import goods from China and retirees and retirees who will face retirement can become importers and also they can import goods from China without being fooled and also so that their goods actually get to their destination and can also take care of licensing and import taxes.

Based on preliminary observations, several related to retirees and prospective retirees of Unisba can be identified, namely, there are no movers or institutions that can facilitate and coordinate pensioners or pension candidates to conduct productive business. Then there are no activities that are well

coordinated to fill free time with productive activities and do not have the ability to what business and how to market their merchandise so that business is done modestly and development is rather slow. And finally the ability or skills of the previous training results are not very useful and lack of capital, lack of knowledge in managing the business and impatience.

Businesses that have been undertaken by a number of retired people within the Unisba staff and lecturers who have retired include, in addition to selling businesses around the dor to dor system, there are those who open rice sales in front of the campus, there are those who open their businesses in sales houses, but most of them do not. do anything because of the confusion about what must be prepared, so that they become unemployed which impacts stress, confusion and so on while the potential they have if we dig is high enough if we provide training and assistance.

For this reason, we intend to hold community service, which is to conduct training on the importation of Chinese goods and marketing them online to retirees and prospective retirees with the title:

"Entrepreneurship Training and Assistance in Importing Chinese Goods and Online-Based Marketing to Retirees and Unisba Pensioner Candidates"

Based on preliminary observations for that we intend to hold community service, namely conducting training on the importation of Chinese goods and marketing them online to pensioners and prospective retirees.

To provide knowledge and provisions for the survival of retirees and prospective retirees so that they have activities and additional daily living expenses.

Expected outputs in this service are retirees and prospective retirees who can understand how to import goods from China, can understand how to market goods imported from China and market both online and conventionally and have a business group to carry out activities of importing goods from China and market their products. It will be published at SoRes 2019 which will be held on October 22-23, 2019.

II. LITERATURE REVIEW

The definition of import according to experts is as follows:

- Marolop Tandjung, the meaning of import is trading activities by entering goods from abroad into Indonesian customs areas following the provisions of the applicable laws and regulations [1].
- Astuti Purnamawati, the definition of import is the act of buying goods from abroad following government regulations, which are paid for in foreign currencies [2].
- Susilo Utomo, the meaning of import is an activity of importing goods from abroad into the domestic customs territory carried out by representatives of the two countries, both individuals and companies [3].

Thus Import is an activity of purchasing and entering goods/services or commodities from abroad into the country

legally through the trade process. Another opinion says the meaning of import is an international trade activity by entering goods into Indonesian customs territory carried out by companies or individuals engaged in the export-import field by complying with the provisions of the applicable laws and regulations.

As mentioned above, the import is the importation of goods from other countries' customs into domestic customs areas. In general, import activities will be related to customs, both in the sending and receiving countries.

The objectives and benefits of import activities are as follows: 1. Obtaining Raw Materials; 2. Getting the Latest Technology; 3. Adding foreign exchange earnings.

Based on their activities, imports can be divided into several types. The types of imports are as follows: 1. Imports for Use; 2 Temporary Imports; 3. Further / Continuous Transport Imports; 4. Import to be stockpiled; 5. Import for Re-export.

While the advantages of being a direct importer are: 1. The price of goods is very cheap; 2. Items sold are unique and rare in Indonesia; 3. Very cheap shipping costs; 4. Very large profit margins; 5. Online business grows faster; 6. Business Place; 7. Capital; 8. Budget Promotion; 9. Prospective Customers and 10. Time.

III. METHOD OF IMPLEMENTATION OF PKM

The Problem Solving Framework is a solution offered to solve the problems encountered is as follows:

- There are no movers or institutions that can facilitate and coordinate retirees or prospective retirees to conduct productive business.
- There are no well-coordinated activities to fill free time with productive activities.
- The ability or skills of the previous training results are not very useful and lack knowledge in managing business and impatience.
- Do not have the ability to what business and how to market merchandise, so that business is done sober and development is rather slow.

Realization of Problem Solving has stepped in implementing the solution that will be carried out to overcome the problem are as follows:

- Forming a group of importing entrepreneurs consisting of 5 people in each group. The number of groups formed depends on the number of training participants and each group will be chosen by 1 person to be the leader as the person in charge of the group.
- Make a schedule every week to help retirees and prospective retirees to import goods and make a schedule to help retirees to sell goods that have been imported to be marketed online:

- Monitor them to find out how far their business can be run and monitor their level of patience in dealing with various problems encountered
- Conduct training which contains material on how to import and import legal procedures and procedures; how to import easily with small capital; how to find suppliers tricks; how to find good and cheap goods; how to calculate import duty tax; how to research products how to secure payment methods; how-to tutorials online and offline.

The strategic target audience involved in this service are retirees and prospective retirees within the Bandung Islamic University. Furthermore, it is expected that participants who have taken part in direct training and practice on importing goods from China and marketing training are expected to be able to provide knowledge to obtain additional income for them.

Following the objectives of entrepreneurship training and assistance in importing Chinese goods and marketing them online based on the Unisba pensioners and prospective retirees, the method of activities to be carried out through PKM activities are:

- Material
- Discussion / Question and Answer
- Training on importing goods from China
- Online marketing training
- Form an importers partnership group

The evaluation will be carried out by:

- While training session 1 was taking place on Chinese goods import training materials, our PKM team monitored the participants whether they were successful in importing Chinese goods.
- While training session 2 of the product marketing material with an online system is underway our PKM team monitors the participants whether they have succeeded in promoting their products into online marketing with Facebook add.

IV. IMPLEMENTATION AND EVALUATION

The PKM is started by recording the beginning of the retirees and prospective retirees to take part in the training by filling out the willingness form to attend the training.

Based on the results of the initial observation activity the obstacles and obstacles faced were retirees and prospective retirees not understanding how to operate a laptop and not having a mobile phone in the form of an android so this made the pensioners and prospective retirees lazy to attend this training.

But we, the PKM team remain patient and find a solution to keep this PKM going. The training was held on Sunday, 21 July 2019 with the instructor Mr. Widi T Atmadiredja (Founder & Owner of the Global Trade Institute). He is an experienced

importer. Besides this PKM activities were assisted by Diamonalisa Sofianty, Rini Lestari, Edi Sukarmanto, Yuni Rosdiana, and 4 students namely Hasnah Hanifah, Sena Rismawati, Indah Amelia Sari and Gita Tresna Fuzianti.

The activities carried out by the PKM Team, namely explanation, training, and discussion. Entrepreneurship Training and assistance on importing Chinese goods and marketing online based on the Unisba pensioners and prospective retirees held on Sunday, July 21, 2019, with two theoretical materials and one practical material in the form of training. Also, the training was divided into two sessions, namely the first session explaining the theory and practice of importing Chinese goods and the second session explaining online marketing theory and the practice of online marketing, namely with Facebook ads.

The training was attended by 62 people consisting of retirees and retired candidates in Unisba. Before the training was conducted, the PKM team first conducted a survey of retirees and prospective retirees in Unisba by throwing a few questions about their knowledge of Chinese goods imports and marketing. Most of their answers are not yet familiar with this, so this training is very useful for retirees and retired candidates. This survey is used as a posttest. The previous survey was a pre-test conducted in this PKM. The training was filled with the material presented in the training, which was immediately filled with presentation material, training in importing Chinese goods and online marketing and question and answer. PKM Material Entrepreneurship training on importing Chinese goods and marketing them online to retirees and prospective Unisba pensioners prioritizes the discussion of the principles of how to import goods from China and how to market them online using a laptop and mobile devices. This material aims to open participants' understanding of how to import Chinese goods and how to market them online.

The material given to the participants was adjusted to their needs, namely importing goods from China and marketing them online. During the training, the participants were quite enthusiastic and the implementation was quite good, this was not only seen from the many questions, and consultations on the problems they raised to be addressed, but they almost did not come from their chairs even though the training was carried out from 08.00 to 17.00 takes about 9 hours.

In this training, the instructor advised retirees and prospective retirees to continue training to import Chinese goods and to practice how to market them online, namely with Facebook ads.

From the results of the training, the participants were very enthusiastic and very interested in the instructor's explanation on the training to assist the importation of Chinese goods and their marketing, and at that time there were also those who had conducted direct import transactions via online, and most of the participants were able to import goods and this shows that the participants' retirement and retirement candidates have been helped through this training, and this shows the ability gained by the participants. The direct practice of importing goods during training is a post-test that is used as a tool to measure the ability of participants which can be seen from the success

of carrying out the process of importing Chinese goods and marketing them online.

Various factors supporting the achievement of the objectives of PKM activities can be identified as follows:

- Participants are retirees and prospective retirees
- Adequate room and internet facilities.
- Competent and experienced presenters.
- Material delivered on target.

While the inhibiting factors for achieving the objectives of this activity are identified as follows:

- Training will not be effective if only carried out once. For this reason, adequate follow-up and ongoing consultation are needed.
- Many participants still use the old type of cell phone where the cell phone cannot be supported by the internet.

The PKM activity is intended to make an impact or contribute to increasing entrepreneurial knowledge and understanding of the import of Chinese goods and marketing them online for Unisba retirees and prospective retirees.

A PKM activity is considered meaningful if it has a positive impact on the participants (the target audience) otherwise the PKM activity is meaningless if there is no impact, or if the impact is negative. The success or meaning of a service activity will be very much determined by various sides, both from the side of the implementer (the service team) itself, as well as the trainees. The results of this PKM turned out to have a positive impact that can increase knowledge about the import of Chinese goods and market them online. In the end, pensioners and retirement candidates will gain knowledge about the import of Chinese goods and knowledge about online business and will also be able to increase their income and also be able to carry out their retirement period by continuing positive activities.

Before carrying out the import process, we are required to have a TAOBAO & ALIPAY account where the function of the Taobao account is as a container for buying and selling goods at taobao.com and 1688.com while the alipay.com account is for the payment process for the goods we buy.

The steps are as follows:

- Open the Google web browser and type taobao.com.
- Free registration for account creation.

While the steps of online marketing with Facebook ads are as follows:

- Stages fill in the facebook account balance
- The stage of posting ads on Facebook ads

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the activities as described previously, it can be concluded from the PKM activities as follows:

- The PKM material submitted was assessed by the target audience, namely retirees and prospective Unisba retirees, following their interests, to fill their daily activities and increase their income.
- Understanding the target audience regarding the ability to import goods and market them online is still relatively low because most have never received such training.
- PKM activities with this training have a positive impact (benefit) on the target audience, i.e. they can already import Chinese goods and put them online by using Facebook add.

While the suggestions are as follows:

- This PKM activity is only intended to provide knowledge and understanding to Unisba retirees and prospective retirees about the import of Chinese goods and how to market them online.
- For the continuous understanding of Unisba retirees and prospective retirees on the ability to import Chinese goods and market them online, a PKM team should be consulted.

The following actions are as follows:

- Fully realized, to apply the results of this PKM activity for retirees and prospective Unisba retirees is not very effective if the PKM is given only once, but there need to be further actions planned, both from the servants as monitors and readiness of the target audience, including the support of local stakeholders.
- Based on point 1, there will be a follow-up to this training activity, in the form of ongoing evacuation, consultation, guidance, or monitoring to the target audience.

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