

# Focus Group Discussion For Young Entrepreneurs Training in University Of Asahan

Bati  
Management Department  
Faculty Of Economic  
University Of Asahan  
Medan, Indonesia

M. Umar Maya Putra  
Management Department  
Faculty Of Economic  
University Of Al Azhar  
Medan, Indonesia  
\*Corresponding Author:  
umar\_yazli@yahoo.com

Hilmiatus Sahla  
Management Department  
Faculty Of Economic  
University Of Asahan  
Medan, Indonesia

**Abstract** – This paper is a concept of training program in entrepreneurship for the students of economic department in University Of Asahan. It is expected that they know the importance of the role of entrepreneurship in improving the area development. The method that will be used is experiential learning method and the concept of literature study about entrepreneurship. The delivery in the form of lectures, focus group discussions that they can participate actively in this activity. In the training presented the material: the program of student creativity. After the activities are conducted, it is found that they are enthusiastic in following it, as evidenced that they can make the good proposal of business plan. It is one of the sustainable agenda for the preparing young entrepreneur in Asahan Regency.

**Keywords:** *training, entrepreneurship, University, Asahan*

## I. INTRODUCTION

University of Asahan was established with the aim of increasing human resources through education equity, especially higher education. It manages 5 (five) faculties which is led by the Dean and assisted by the head of the study program. However, in globalization, it requires an evaluation to get the quality standards and the relevance of input, realization of processes, outputs, research centers and community service [1].

As the community service, there are some problems that will be faced to young students to become entrepreneurs. They will try to make small businesses who will get the limitations in capital, business plan and location. They can be solved by making organized training program.

Small businesses are businesses that rely beginners success yourself. You decide the effort is successful or not, be big or small fixed, rotating or piled dead. Small businesses all limited: limited capital, employees slightly, moving locations, and so on [2].

In realizing their welfare, the first step needed by students is the support of special facilities from the government, especially in improving the quality of entrepreneurship as the main role and the development strategy entitled entrepreneurship student program. Government programs and education can direct business development to be more focused and certainly required to know the business objectives both in short and long term [3].

Entrepreneurship student program is to develop their skills and earn the profit oriented. The commodities produced can be in the form of goods or services which is one of the basic capital of entrepreneurial students and prepare the market competition [4].

It can make the good mentality and give the good business introduction culture. It has the research ability in empowering the students to make better result in social partnership and get many workers to dismiss the jobless. The local community will be attracted into the innovative product with the testimony research.

To make better understand the effects of this market mentality, a more critical approach to Social Entrepreneurship is required. In terms of strengthening the bases of the businessman's mentality, it is necessary to introduce the marketplace as a rejectionist. The economic gap that occurs in the Tinggi Raja of research due to a culture that still expects the opportunity to become a permanent worker and has not changed the cracker culture of social entrepreneurship [5].

From the related phenomena, a basis problems can be discussed such as how the process of entrepreneurship program activities is managed for young entrepreneurs and the best recommendations for the program and its role for Asahan district

In an effort to improve social welfare, social philanthropy is one effort that is often done in Indonesia. Social philanthropic activities undertaken both individuals, groups, communities, mass media widely used for education (scholarships), health, distribution of food, disaster victims,

assistance for child-delivery, social conflict and social unrest [6].

In the development of a company, it is necessary not only to generate profits, but also it needs to be done a faith to raise awareness together. The condition of the company is certainly related to the activities of residents around the company. The activities of citizens can certainly affect the concern for the company and the company needs to act to create a harmonious atmosphere to create sustainable development [7].

The identification of the relevant actors or stakeholders in and assessing their importance in the system is also a method of analysis used. In including stakeholder analysis, it is deemed necessary to identify parties directly, to group stakeholders by importance, to comply with the regulation of relevant in the utilization of local economic resources, to analyze different interpretations regarding to local resources, analysis of social networks between related parties [8].

Human capital which is the main point in improving the quality of MSMEs is required an entrepreneurship education support to be able to increase innovation so as to be able to improve the performance of the company. The MSMEs needed the capability in combining the income, capital, selling price, the amount of manpower from the community who can solve all problems to reach the market share globally [9].

## II. METHOD AND MATERIAL

The method that will be used is an experimental learning method in the entrepreneurship subject and literature study concept for 19 entrepreneurial groups that take part in the Student Creativity Program in the Faculty of Economics students In University Of Asahan. The material is presented about the concept of entrepreneurship scheme and SWOT analysis (Strength, Weakness, Opportunity and Threat). The sources of data in this study were from international journals, books, the Central Bureau of Statistics which were transferred into focus group discussions with participants.

## III. RESEARCH RESULTS AND DISCUSSIONS

In the study of concept of entrepreneurship and concept of entrepreneurship student program which is the core of the FGD material to inspire the 19 entrepreneurial groups with the concept of deepening are:

### A. Implementation of concept of entrepreneurship

In the FGD, some materials are delivered about entrepreneurship. It describes about small businesses are limited capital, employees slightly, moving locations, and realizing the welfare for the first step needed by students as the main role and the development strategy entitled entrepreneurship student program. Government programs and education can direct business development to be more focused and certainly required to know the business

objectives both in short and long term like the idea [2] and [3].

To make better understand the effects of the market mentality, a more critical approach to social entrepreneurship is required. In terms of strengthening the bases of the businessman's mentality as well as In an effort to improve social welfare, social philanthropy is one effort that is often done in Indonesia. Social philanthropic activities undertaken both individuals, groups, communities, mass media widely used for education (scholarships), health, distribution of food, disaster victims, assistance for child-delivery, social conflict and social unrest like the idea [5] and [6].

In the development of a company, it is necessary not only to generate profits, but also it needs to be done a faith to raise awareness together. In including stakeholder analysis, it is deemed necessary to identify parties directly, to group stakeholders by importance, to comply with the regulation. Human capital which is the main point in improving the quality of MSMEs is required an entrepreneurship education support to be able to increase innovation so as to be able to improve the performance of the company like the opinion [7]. [8] and [9].

### B. Implementation of concept of entrepreneurship student program

From the results of the deepening of the material adopted by entrepreneurship theory, a new entrepreneurial idea was created which has been made business plan by 19 business groups entitled entrepreneurial student creativity programs. They participated in the FGD which implemented the economic development of the Asahan community like the idea [4].

The entrepreneurial spirit is the newest products that have never been made before. The entrepreneurial process demands the willingness of 19 business groups to create an innovation. From Figure 1 it can be seen a dynamic process or a series of activities carried out by business groups in their efforts to produce and add value to the product that creates a renewal of the proposed proposal. intention to entrepreneurship will have better readiness and progress in the business characteristics of entrepreneurship is the quality and continuous entrepreneurship will quickly develop if able to use social capital in entrepreneurship.

TABLE 1. The Economic Faculty Proposal in University Of Asahan

Name Of Chief Group	The Name Of Product Proposal
Mhd. Winarto Sinaga	Steamed
Nilam	Jengkol Chips
Santi	Batu Bara Key Holder
Saufi Izni	Banana Roll
Danil KH	Batok Motive
Fitri Ayu	Pegar Antioksidant

Andri Gunawan	Kampret Juice
Rabiatul Adawiyah	Fruit Jelly
Aisatul Mardia	KW S2T Chips
Sandy Yusuf	Fu Yunghai
Yuli	Wanaso
Lupita Dewi	Cucumber Heart
Enggar Rahmawan	Risol Subu
Asmah Rita Sugiarti	Chocolate Ball
T. Syahpuri	Nugget Noodle
Abdul Riza Lubis	Tahu Rambutan Chips
Ade Mayang Sari	Innovated Chocolate Ball
Yuni Dermawan Pasaribu	Cassava Pergedel
Asa Pertiwi Nasution	Pudding Lava

The business groups have made product testimonies to several lecturers and prospective customers as a whole produced some analyzes using a SWOT analysis. This analysis is used to view products with a good theoretical concept combined with the results of the output produced to be able to generate feasibility in sales such as:

TABLE 2. The Result Of SWOT Analysis

<p><b>STRENGTH:</b></p> <ul style="list-style-type: none"> <li>The strengths of food and beverage products are selected creations in the form of offering creativity and exploring new flavors</li> <li>There is a combination of ingredients that can increasingly display the unique taste of each product</li> <li>Capital that is collected, will be done with hard work and maximum performance to satisfy customers</li> </ul>	<p><b>WEAKNESS:</b></p> <ul style="list-style-type: none"> <li>In terms of packaging the products is not as expected and less desirable for consumers.</li> <li>They don't have a business label</li> <li>They are easily damaged</li> <li>They will be easily replicated</li> <li>The product is not durable.</li> <li>Control of uncontrolled problems.</li> </ul>
<p><b>OPPORTUNITY:</b></p> <ul style="list-style-type: none"> <li>The product business prospect will have a positive impact on the business that has been established</li> <li>The business opportunity for this product is very promising</li> <li>There are many innovated products in the market share</li> <li>Business development with the concept of investment and developing interesting ideas from each member</li> </ul>	<p><b>THREAT:</b></p> <ul style="list-style-type: none"> <li>The risks to be faced in this product business are intensively in the war of competition from other brand products in the form of prices and packaging.</li> <li>The more attractive taste and packaging, They are provided, the more enthusiasts, The Customer are going to buy</li> </ul>

### C. Discussion

The innovated products results made by 19 business groups with the combination of SWOT Analysis are the implementation of FGD. It is derived from the theories that have been presented by several previous researchers. The basic implementation makes students get business capital to increase development in Asahan City. It is necessary not only to generate profits, but also it needs to be done a faith to raise awareness together.

It makes the effects of the market mentality, a more critical approach to social entrepreneurship is required. In terms of strengthening the bases of the businessman's mentality as well as In an effort to improve social welfare. It can make the quality of 19 business groups better to compete in the real world.

It also describes the welfare for the first step needed by students as the main role and the development strategy entitled entrepreneurship student program. It can make the breakthrough in the market mechanism in selling the products.

## IV. CONCLUSIONS AND RECOMMENDATIONS

### A. Conclusions

From the results of the application of FGD entrepreneurship lecture by implementing entrepreneurial student creativity programs can be concluded, such as :

- The implementation of the concept of entrepreneurship is carried out based on a theoretical basis that is carried out based on the results of the theoretical foundation and guidelines for creativity of students in the higher education students.
- Its implementation from University Of Asahan is attended by 19 Business Groups with the results of the SWOT Analysis carried out through product testimonies that were assessed directly by the lecturer and several prospective customers.
- It is made to increase not only focused on capital assistance but also further increases empowerment with various other sources to increase the Asahan economics.

### B. Recommendations

- An entrepreneurial community is needed in the University Of Asahan to realize the business independence and explore the entrepreneurship studies more specifically.
- The need for assistance from the private sector and the government in Asahan Regency provides inspiration for the development of an entrepreneurial spirit in University Of Asahan.

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