

DEVELOPING A TRAINING PROGRAM FOR SKB SERANG REGENCY AS AN ENTREPRENEURIAL COMMUNITY

Theresia Maghdalena Simatupang¹

¹Department of Non-Formal Education, Faculty of Teacher Training and Education, Banten-Indonesia
E-mail correspondence: 2221220051@untirta.ac.id

ABSTRACT

Entrepreneurship can be interpreted as a creative business that is formed on the basis of innovation to create a new look, which has added value, can provide benefits for individuals, and generate employment opportunities that will benefit other people around them (Jaharuddin et al., 2019). Entrepreneurship is an individual's ability to generate economic opportunities that arise from a business idea from the smallest to the largest ratio. Individual abilities are related to the potential that each individual already possesses. Therefore, before starting a business or venture, you need to know yourself about the level of potential abilities, talents, interests and hobbies that an individual has. SKB is a Non-Formal Education unit that has an entrepreneurship training program that is beneficial for students and the community to improve the quality of life and have the skills to become quality human resources. One of the training programs at SKB Serang Regency is Facial Makeup. which is an activity to change the appearance or beautify the face which is generally carried out by women, generally this facial make-up can also be used by modeling, photographers, and other purposes aimed at changing a person's appearance according to their needs. The method used in this research is a descriptive qualitative research method with data collection such as observation, interviews, documentation and bibliography. The make-up training program at SKB Serang Regency can emphasize the unemployment rate so that students at SKB Serang Regency can utilize the skills they have so that they can help the students' economy from the results of their entrepreneurship. This make-up training program provides an opportunity for people who don't have jobs to develop their potential in the field of make-up.

Keywords: *Entrepreneurship; Develop; SKB.*

INTRODUCTION

Indonesia's population is currently approaching 250 million people. This happens every year, almost every year there is an increase in the number of the workforce, both educated and uneducated. This is not balanced with the existence of job opportunities, for the majority of the workforce they prefer to find work as their main goal rather than entrepreneurship. Therefore, due to the large number of job seekers and limited job vacancies, companies that are in need of employees tend to set high standards for the quality of human resources. The quality of human resources will determine work success and employment opportunities. Because the quality of human resources is greatly influenced by the characteristics of human resources.

Meanwhile, entrepreneurial activity in Indonesia is relatively very low. This is shown by the number of individuals who are actively starting a new business, if expressed in terms of a percentage the number of people who are still actively working is still very low. This situation is what causes high rates of unemployment and poverty, resulting in an increase or increase in the number of unemployed and poor people and this occurs among young women and housewives. In an increasingly modern era with the flow of globalization, everyone has to adapt, one of which is by having skills and competencies. The skills and competencies possessed by a person must adapt to the needs of the times which will have an impact on daily life so that it has become a demand in fulfilling skills and competencies.

To balance this, human resources are needed who can develop their skills or be creative in any case, are qualified and professional. Quality human resources can be obtained by conducting training and education because these two things are very important to create quality human resources. The young generation is the most productive part of society. However, the skills and competencies possessed by the younger generation on average have not been utilized optimally due to a lack of guidance and stimulus. Many of them are trapped in the problem of unemployment due to a lack of development in employment, resulting in an inability to create their own jobs. Apart from housewives, the current increase in unemployment is dominated by the younger generation.

WrongOne problem that the younger generation has is the lack of life skills in doing productive things for themselves and they rarely think that opening a business or entrepreneurship is the right choice compared to choosing to become an employee in a company considering that the availability of jobs in the formal sector is very limited. Meanwhile, if you look at the ability and creativity of the younger generation, it is very high, but they may not know how to develop it. Because, skills are important and must be possessed by every young generation today, especially to face the era of globalization.

In the Presidential Regulation of the Republic of Indonesia (Perpres) Number 2 of 2022 concerning National Entrepreneurship Development for 2021-2024, it was explained by the Minister of Cooperatives and Small and Medium Enterprises (Menkop UKM) Teten Masduki "The making of this Presidential Regulation concerning National Entrepreneurship Development is very necessary to catch up with the number of Entrepreneurship in Indonesia still reaches 3.47%. The government targets the growth of the entrepreneurship ratio by 2024 to reach 3.95% so that the national economic structure is stronger." Regarding the SKB in Serang Regency, it is a place to provide training, knowledge and teaching to develop skills, one of the training is facial make-up. Through this training, the aim is to equip students with knowledge on how to change their appearance, care for their face and beautify their face.

CosmeticFacial is a person's strategy to beautify themselves on the face. Facial make-up is an art that aims to beautify or beautify the face by showing parts that are already beautiful and disguising existing flaws on the face (Fauziah & Khairunnisa, 2023). Apart from having the aim of beautifying the face, make-up also aims to help women create a sense of confidence in their appearance (Haniifah, 2023).

So, This facial make-up training at SKB Serang Regency provides an opportunity for students to build their own business or beauty industry. With the knowledge and skills obtained from this make-up training, students can know and differentiate make-up tools or cosmetics. The cosmetology training at SKB Serang Regency was created to provide an understanding of skills in the cosmetology business for the community or students as they develop their abilities to enter the cosmetology business world.

RESEARCH METHODS

The method in this research uses descriptive qualitative research methods. According to Sugiyono (2020:9) the qualitative research method is a research method used to research the condition of natural objects, where the researcher is the key instrument, the data collection technique is carried out by triangulation (combination), data analysis is inductive, and the results of qualitative research are more emphasizes meaning rather than generalizations. And it can be concluded that this qualitative research method is collecting data which can be in the form of words or images so it does not emphasize numbers because it starts from theory to state whether or not a phenomenon is appropriate, which is why this qualitative research method is inductive. Likewise, according to Bogdan and Biklen in Sugiyono (2020:7), the data collected after analysis continues into the description stage, the aim of which is to make it easy for other people to understand.

In this research, researchers used observation, interview, documentation and literature study data collection techniques.

1. Observation

According to Nasution in Sugiyono (2020: 109) Observation is a condition where direct observation is carried out by researchers so that they are better able to understand the context of the data in the entire social situation so that they can obtain a comprehensive view.

2. Interview

According to Esterberg in Sugiyono (2020:114) An interview is a meeting of two or more people to exchange information and ideas through questions and answers, so that meaning can be contributed to a particular topic.

3. Documentation

According to Sugiyono (2020:124) Documentation is the collection of records of events that have occurred in the form of writing, drawings or photos, and historical works from a person or agency. Apart from collecting event records, documentation is also used to test or interpret and support the data collected.

4. Literature Study

According to Sugiyono (2019), literature studies show that a method of collecting data is by showing directly from references or literature related to the data being researched or already available in the Serang Regency SKB entrepreneurship training. The method of collecting data can be in the form of results from reports, scientific books, articles or journals that are related to research.

RESULTS AND DISCUSSION

Result

The definition of developing or development according to the KBBI is a rule, stage or step, and activity to develop. Development in general is an effort to achieve the goal of increasing conceptual, theoretical and moral abilities slowly. Law of the Republic of Indonesia Number 18 of 2002, development is a scientific activity of knowledge and technology that utilizes scientific rules or theories, aiming to improve the functionality, benefits and applications of existing science and technology or that can produce new technology.

According to Sugiono's expert opinion, development research is a research process used to produce certain creations and examine the effectiveness of those creations. According to Borg and Gall, development is a method for developing and justifying products in the learning process.

From the results of follow-up observations at the Serang Regency SKB which is located in Sukamenak Village, we can see the development of cosmetology students at this SKB until now they are still active in their activities. Based on the results of field monitoring or evaluation carried out by the SKB in the form of percentages, 80% of the students at this SKB have opened their own businesses or jobs and are running their businesses to date and for the other 20% of students at the Serang Regency SKB working with other parties, such as students in cosmetology and beauty working in MUA and salons.

The Serang Regency SKB carries out a monitoring system once a month or maybe once every two months by visiting the shops or students' business places that they have built. And the SKB said that the results were said to have been very successful, because their students had succeeded in working and opening their own business opportunities after carrying out entrepreneurship training at SKB Serang Regency.

The SKB also said how to develop their activities first through their students, for example, the SKB gave entrepreneurship banners to their students, then they took photos and uploaded them and made it into their profile. So, there is also feedback for SKB. SKB and cosmetology students also have a WhatsApp group with the aim of updating their activities by uploading photos of their activities in their WhatsApp group. It wasn't just the students who uploaded it, the SKB also uploaded it or you could say promoted it. So, the way for students and SKB is to develop their cosmetology training program by uploading and then promoting the results of their students' activities. Because, when students promote it on social media such as Instagram or Twitter, the SKB management also monitors them and it is proven that the business activities they open are running well and smoothly, apart from that the general public can also see the activities of students from the Serang Regency SKB.

Discussion

Entrepreneurship training planning in cosmetology develops with the independence of a learner. The way Serang Regency SKB students determine their business opportunities well is by determining their business opportunities in local, national and international ratios, then determining their capabilities in local resources in the form of services and goods which can be successfully developed into new businesses in accordance with market opportunities in local, national and international ratios, and conducting entrepreneurial learning based on attitudes, knowledge and abilities or skills in entrepreneurship with appropriate curriculum and teaching materials.

In general, students take part in the make-up training program well and enthusiastically. The material provided by the management is related to opportunities for opening a business or entrepreneurship, with how students can create the skills they have in taking part in this make-up training program, then provide knowledge about what make-up tools things needed such as an eyebrow brush, eyebrow pencil, sponge for powder, how to choose make-up tools that are safe for sensitive or allergic faces starting from choosing a safe foundation, powder, mascara, lipstick, and after that giving procedures on how to use it. good makeup that suits the customer's face shape. This is why the make-up training students are very enthusiastic, especially the female participants, because their curiosity is what gets excited, because make-up is the most important part of a woman's face.

This is how to foster students' interest in entrepreneurship, according to (Ajzen, 1991) to find out the interest in entrepreneurship among the younger generation, there needs to be a stimulus or encouragement for entrepreneurship. How can the factor of self-efficacy or trust or belief and the application of Planned Behavior theory influence the younger generation so that they can convince themselves to develop an interest in entrepreneurship?

WrongOne Non-Formal Education Institution that coordinates skills is the Learning Activities Studio (SKB), which as a Non-Formal Education unit, apart from skills, SKB also established Equivalency Education, and SKB also held general skills programs in the form of training. Training is a form of activity to shape someone by utilizing the abilities they already have. Through this training program, students can be empowered. Empowerment is a form of social development that concerns individuals both in the sense of giving them something they do not have or have received. The training program at SKB produces skills that support a person to gain skills that can be utilized later in the form of independence, this independence is what makes a person not dependent on other people. Independence is a concept that is often associated with development and is a very important factor in development. Independence is an attitude that prioritizes one's own ability to overcome various problems in order to achieve one goal, without closing oneself to various possibilities of mutually beneficial cooperation.

In the Serang Regency SKB, the general public or students can carry out useful activities, especially in the make-up training program which aims to change the appearance or beautify the face which is generally done by women. The efforts made by the Serang district SKB for their students are to provide support in developing their entrepreneurship by allowing them to use social media platforms such as Instagram so that students can gain profits or customers from their followers. As a result of them creating a social media account on Instagram, they now have their own brand names such as Salon Eka, Salon Anchor, and Salon Bestie.

CONCLUSIONS

Efforts to develop a make-up training program can be done by promoting the activities of students so that the public can see the activities of the students' efforts so that the people who see them can create knowledge and improve people's skills in applying make-up. From this make-up training program, it is hoped that the knowledge that has been taught can be useful for students and the general public so that they can increase employment opportunities, so that those in difficult economic conditions can be helped. The function of the Serang Regency SKB is also very helpful for people who do not have jobs or are unemployed with their facilities being quite adequate, especially for the make-up program, because the Serang Regency SKB provides an understanding of their training programs and various skills. which is effective or efficient for students so that these students can later be successful in opening their own businesses and gain more Self Confidence in developing their businesses in the field of cosmetology.

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