IMPROVING SKILLS INNOVATION THROUGH ENTREPRENEURSHIP TRAINING PROGRAM AT SKB (LEARNING ACTIVITIES SANGGAR) IN SERANG DISTRICT

Sub – Theme: Designing and Practicing in Schools as Learning Communities

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ABSTRACT

The importance of non-formal education has increased in terms of forming increased abilities towards skills of the general public, especially in terms of raising living standards and energy throughout the verse. One effective example of non-formal education is the "cosmetology entrepreneurship training" program offered by the Serang Regency SKB. In this situation, training can be an effective substitute in increasing the level of innovation and community capacity. Therefore, the aim of this research is to evaluate the entrepreneurship training program as a means of encouraging innovation in SKB Serang Regency. This research uses qualitative and descriptive methods to collect data through participant observation and written consent. Research findings show that entrepreneurship training can increase entrepreneurial capacity and innovation in SKB Serang Regency. In addition, research shows that entrepreneurship training can increase the awareness and skills of the general public in developing innovative ideas that are relevant to society's needs.

Keywords: Skills innovation, Community Skills, Entrepreneurship training

INTRODUCTION

Entrepreneurship is an alternative to help people's difficulties in solving the problem of finding job opportunities. The entrepreneurship program implemented is aimed at increasing creative and innovative community entrepreneurship. Entrepreneurship is related to the ability to create value that can be exchanged with other people creatively and innovatively by exploiting opportunities. Entrepreneurship can develop with the responsibility of individual or organizational functions that are profit-oriented. Entrepreneurship development can be an incentive to minimize the unemployment rate. Serang Regency is one of the areas that has great potential in developing sustainable entrepreneurship, which is the focus of attention of the government and related organizations in increasing innovation and business performance in the area. One of the strategies implemented is through entrepreneurship training which aims to improve the abilities and skills of business actors who will later develop innovation and improve business performance. In this case, entrepreneurship training can act as an effective means of improving the performance capabilities of entrepreneurship training. Increasing innovation through entrepreneurship training at SKB Serang Regency has great potential in improving quality and increasing the ability of business actors to face business challenges and opportunities. Entrepreneurship training serves as a goal that allows business actors to share experiences and creative ideas with other participants, thereby increasing their ability to develop innovation and improve quality. and the ability of business actors in SKB Serang Regency.

Community Entrepreneurship Education (PKM) is one of the business program and skills services provided by training course institutions (LKP) which are tailored to the needs and business opportunities in the community. One of the training programs developed at SKB is to increase innovation through beauty make-up training. Entrepreneurship in this case, as developing the ability to create or expand existing businesses with the aim of making a profit. This is cosmetology training, meaning developing abilities in creating or expanding beauty cosmetology services that can meet market needs. Entrepreneurship training at SKB Serang Regency plays an important role because it

plays a role in driving the community's economy. Apart from that, it can provide new jobs and encourage innovation in creating new products or services.

RESEARCH METHODS

The research methods used in research regarding Increasing Innovation through Entrepreneurship Training at SKB Serang Regency are quite varied. However, basically almost all of them use qualitative methods, based on the focus of the research carried out, namely regarding entrepreneurship training towards community needs in Serang district learning activity studios (SKB), therefore the researchers used a qualitative approach method. What is discussed according to (Straus and Corbin), qualitative research methods are a type of research that is not obtained through statistical procedures or other forms of calculation.

This qualitative research describes the facts in the field which are the focus of the researcher. Meleong explained that the source of qualitative research is displays in the form of words or writing that are observed by the researcher, and objects that are observed in detail so that the meaning implicit in the document can be captured. This type of research is included in the case study research category, namely increasing innovation through SKB training in Serang district. This case study examines in detail and in depth an individual who is passionate about training through SKB. This research was located in Serang district. Specifically, this research was aimed at the SKB administrator/principal Mrs. In'in Inawati Kesumah. This research was carried out within 5 days, from May 20 to May 24 2024. This research uses qualitative data, namely data that is presented in verbal or written form which is examined by the researcher, and the objects are observed in detail so that can understand the meaning implied in the document.

In the research, the researcher used interview observation and documentation methods assisted by tools in the form of a voice recorder and camera. And with other aids such as notes and recorders. Therefore, in qualitative research, researchers can interact with the surrounding environment in the field. the researcher must be explained and known or unknown to the research subjects. This relates to the involvement of researchers in research case studies in order to obtain data that is appropriate to the research topic. What the researchers will observe is increasing innovation through entrepreneurship training at SKB located in Serang district. So that the reduced data can provide a clear picture of the subject of the research.

RESULTS AND DISCUSSION
Results

Implementation of entrepreneurship training with beauty and make-up skills to increase the entrepreneurial competence of students studying at the Serang Regency Learning Activity Studio (SKB).

Planning training for beauty cosmetology activities

The planning stage in the program can determine whether the planned program will be implemented well or not, because planning emphasizes efforts to select and connect things with existing interests and efforts to achieve them, Sudjana (2003:63) states that: "planning is a systematic effort that describes the preparation of a series or actions that will be carried out to achieve organizational goals, institutions or planning are activities to mobilize or use limited resources efficiently and effectively to achieve the set goals.

In'In this research, the effectiveness of beauty and cosmetology training in increasing the competency and entrepreneurial innovation of students at SKB Serang Regency begins the planning process with practice accompanied by LKP for applied training such as facial/beauty cosmetology. And implementing attitude development as building the right attitude in entrepreneurship, such as having high motivation, creativity and a leadership attitude. Whereas in the preliminary process for implementing this training, several determinants of selecting students who took part in facial make-up training were discussed. Determine the instructor, determine the learning method, determine the place where the training will take place, the training time and the materials that will be provided during the training.

Inactivities towards learning needs in society for life skills or what are called functional skills. can be implemented by adjusting the situation of tutors in the Serang Regency SKB. Activities are carried out in accordance with what has been determined, which requires agreement with the learning community regarding what the learning needs are with the agreement of the community members. However, implementing the identification of learning needs determined by the SKB can effectively assist the learning planning process. Improving quality in society in the field of education is a shared responsibility between families, society and government. In implementing programs at the Serang Regency SKB, it is always based on existing needs in the community and oriented towards relevance to the direction and goals of national development. The content of the program implemented by the Serang Regency SKB is centered on graduates and individual interests. By emphasizing training and practice. Requirements determined jointly by students, as well as presentations carried out in a student environment, are student-centered, supervision is self-regulated and democratic.

EducationLife skills are a program run by non-formal education as an important role in equipping students to be able to live independently. The Serang Regency SKB provides training programs for the community in an effort to increase knowledge and skills as preparation for work and it is hoped that this will increase the economic standard of living of the community and increase their income or by creating entrepreneurship which can promise to open up their own business opportunities in their respective places.

The learning process for the SKB Serang Regency beauty cosmetology program

This facial beauty make-up learning activity takes place in an educational interaction between two parties, between the learning community and educators in the learning activity. In learning beauty cosmetology, we use a curriculum that is in accordance with the specified one. In program planning, tutors are involved in their respective positions which are interrelated, namely that the tutor is responsible for the learning activities that have been implemented, but the tutor is the creator of the lesson plans and applies the learning activities. The time needed to plan a beauty make-up program is approximately one week. With the implementation of the activity, there is a learning strategy approach used during the learning process of facial beauty make-up, the approach used is a direct approach by providing good material, while the strategy used in learning is a tutor strategy that builds motivation, innovation and participation of participants so they want to participate in learning activities well.

MaterialFacial beauty and make-up activities in delivering material using lecture, discussion and practice methods. Based on the stages in using the lecture learning method. When implementing the practical method application with students practicing with the tools provided, the discussion method is intended if there is material to be discussed in groups. That in this beauty make-up learning activity by practicing the use of make-up tools, and applying the use of make-up. This method is appropriate and effective because it is in accordance with what has been determined. So that students are able to understand the material provided by the tutor accompanied by LKP, so that the material presented is supported by a good language style.

The curriculum created can be in accordance with the implementation of learning activities, and the material presented can be in accordance with the curriculum created based on the needs of the participants. Based on the facilities and infrastructure in this beauty cosmetology learning activity, it is determined based on the number and needs of participants. Access to facilities and infrastructure has supported the learning process. Furthermore, SKB carries out evaluations carried out in this beauty cosmetology learning activity with practical tests or practical exams which are assessed by teaching tutors. By carrying out evaluation activities during the learning process and at the end of the learning. The exam is carried out in order to determine the level of understanding of the participants regarding the material that has been presented. This assessment is carried out to find out whether students have become independent or not with facial beauty and make-up learning activities which aim to provide students with skills to become independent and have an income that can meet their living needs.

Learning outcomes of SKB program training participants in the field of facial beauty cosmetology

The cognitive aspect gained by students is the knowledge of participants after participating in beauty cosmetology training activities which can be seen from the introduction, understanding and how to apply it. This is similar to the opinion expressed by Horward Kingsley (in Sudjana, 2009, p. 22) that

the cognitive domain with intellectual learning outcomes consists of six aspects including, knowledge, understanding, application, analysis, synthesis and evaluation. The introduction is carried out mainly by tutors at SKB starting initial knowledge regarding the introduction of basic make up. These results are in the form of attitudes after participating in facial beauty make-up training activities. Apart from that, students can also know and differentiate between the tools used in applying make-up. So it can be obtained by implementing the cosmetology training activity program developed by the Serang Regency SKB using lecture methods, question and answer sessions with a percentage of 20%, and direct/practical implementation with a percentage of approximately 80%. So by implementing this method it can be hoped that it will be implemented well by tutors and students.

BesidesThe researchers were able to see the motivation of the students, with enthusiasm and perseverance the participants took part in the facial beauty make-up training activities, skillfully, and developed their business after graduating from the entrepreneurship training to open a beauty salon business. So, this enthusiasm proves that students want to develop creative innovation by achieving the results and objectives of the facial beauty make-up training activities previously planned by the Serang Regency SKB. Tutors always take a direct approach so that the training process runs smoothly because almost all students are adults.

Discussion

The implementation of the beauty cosmetology program is one of the implementations of non-formal education such as that carried out at SKB Serang Regency. This program was developed not only with presenters, but also with practice to create innovation and motivation for students who act as motivators for students and students who take part in training program activities. This facial beauty make-up training is an effort to gain knowledge and skills in entrepreneurship to improve the quality of life.

ProgramSKB Serang Regency beauty cosmetology training is being developed as a goal for students to improve skills and knowledge in beauty cosmetology, one of which is facial beauty/make up. As well as providing employment or business opportunities as an economic livelihood. In the research, researchers can also find a discussion of beauty make-up based on management functions in the Serang Regency SKB. By obtaining planning, coaching efforts, assessing students and developing skills.

Beauty cosmetology training program planning

Training is a form of activity to form someone who can utilize what they already have. Through training, students can be empowered. Empowerment is a form of social development that concerns individuals both in the sense of giving them something they have not had or obtained.

Based on the results of research conducted, the preparation stages for this training program were carried out by organizers such as LKP and implementing resource persons. The activities carried out are, SKB carries out activities to identify community needs in accordance with potential and identify program needs and targets, by determining community targets and needs. So the implementers in the SKB can be prepared with a training program plan and the next steps in implementing entrepreneurship training program activities for the specified students.

The time used by tutors in this SKB has been implemented quite well, with the time spent meeting 2-3 times per year according to the semester. The number of students is often determined by the physical capacity and resources available at the SKB. This can include study rooms, number of educators, and other facilities. Data on the number of students can be obtained from the Serang Regency Education Office or SKB database.

Evaluation of the implementation of the Serang Regency SKB Cosmetology training program

Assessment (evaluating) carried out on some elements of the entrepreneurship training implementation program, assessment carried out periodically at or before. The aim of training activities is to assess success in program implementation. The aim of this assessment is to provide input for program planning and sustainable decisions in providing input to students regarding program modifications with an effort to provide an understanding of the basis for assessing students.

In implementing the SKB Serang Regency beauty cosmetology training activities, there are two types of process evaluation and evaluating the end of program implementation. Evaluation of activity training learning assesses enthusiasm and activeness in participating in activities. If the participants have good and high enthusiasm, it is said to be a well-implemented program, therefore students can feel the need for the material presented by the tutor. Based on the process evaluation, it is also carried out by assessing the understanding of students who become more active.

Onfinal evaluation stage Efforts to implement the program are carried out using exam tests, in assessing the implementation of the entrepreneurship training program by looking at the extent to which the program can attract students and the efforts of students to develop skills outside of learning entrepreneurship training.

CONCLUSION

Based on the results of the research and discussion that have been described, the researcher can draw several conclusions that the Serang Regency Learning Activities Studio (SKB) is an institution that prioritizes the learning needs of the community. One of them is entrepreneurship skills training in facial beauty cosmetology which aims to provide opportunities for women to improve their competencies, so that they are able to create jobs through these skills. The management of the cosmetology course program at the Serang Regency Learning Activities Studio (SKB) has six stages, namely planning, organizing, mobilizing, coaching, assessing and developing. Planning beauty make-up activities begins with identifying the needs of the participants and the characteristics of the students. The learning method used when carrying out this activity uses lecture, practice and discussion methods.

Training produces skills that support a person in gaining skills that can be utilized later in the form of independence. Independence 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.

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