

The Role of Information Technology Innovation Learning in Increasing Entrepreneurship of Learning Citizens in SKB Serang Regency

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ABSTRACT

The research entitled "The Role of Information Technology Innovation Learning in Increasing Entrepreneurship of Study Residents at SKB Serang Regency" has a research objective, namely to look at the role of information technology innovation in increasing entrepreneurship through the education of SKB Entrepreneurship School residents in Serang Regency. This study investigates how the use of information technology can significantly advance entrepreneurship at the local level. This research uses qualitative methods and case studies to examine various information technology innovations implemented in Learning Community learning in SKB Serang Regency and their influence on entrepreneurial growth in Serang Regency. Information technology innovation learning has emerged as the key to encouraging entrepreneurship among Serang Regency SKB students. A case study at SKB Serang Regency with research subjects as local learning residents is the research methodology used. Research findings show that learning about information technology innovation plays a major role in encouraging students to become more entrepreneurial. Through the application of appropriate information technology, students can generate business concepts, increase operational effectiveness, and expand business connections. In addition, knowledge about information technology innovation contributes to closing the digital gap and strengthening the digital competence of learning citizens. This study suggests that to adequately prepare students to face business problems in the digital era, there must be stronger integration between entrepreneurship education and information technology innovation learning. This study offers in-depth information for creating educational programs that focus on the use of information technology to foster entrepreneurship.

Keywords: *Role of learning, Information technology innovation, Entrepreneurship*

INTRODUCTION

Non-formal education is one of the educational activities that can be used to support MSME actors in their efforts to increase their resources (Hasan, 2018; Yuliani, 2020). According to Chaudhary et al (2020), many organizations offer non-formal education as a response to demands related to community development. Because of its inclusive nature and being able to reach all levels of society that are not reached by formal education, non-formal education is really needed (Muslim & Suci, 2020; Mustangin et al., 2021). Learning is intended in all interaction activities, procedures, and learning environments. To help students achieve initial learning goals, there are roles that involve learning preparation and attacks that focus on how to carry out teaching and learning activities (Masril et al., 2020). This means that to carry out effective learning in education, planning is an important task that needs to be completed by all members of the teaching team, including students and teachers (Wau, 2022). Planning can also mean having a position to systematize educational points and determine whether learning is carried out well or not (Fajra et al., 2020; Laoli et al., 2022). In non-formal education, each student is given teaching tailored to their needs (Anisaturrahmi, 2021; Kurashita & Takami, 2019; Widodo, 2018). Any structured educational activity that takes place outside the official school system and focuses on meeting the needs of the person studying is considered non-formal education (Greaves et al., 2019). Therefore, education that is in line with MSME actors who will improve their abilities is called non-formal education. The non-formal education process is the same as the process to improve the welfare of MSME actors, especially considering technological advances which make them increasingly demanding actors.

The tendency to start a business is known as entrepreneurial interest. Individuals who have an interest in entrepreneurship are individuals who are driven and ready to make a lot of effort in accordance with their ideas to take risks and fulfill their basic needs. An individual with an interest in entrepreneurship is someone who wants to start a business or take a risk by developing a new product. Entrepreneurs are "pioneers in business, innovators, risk takers, have a vision for the future, and have excellence in achieving in the business field". e promoting prosperity.

Entrepreneurship is the process of using imagination and innovation to discover opportunities and overcome challenges that arise for each person in everyday life. The ability to produce something new and different through thinking about creating opportunities is the essence of entrepreneurship.

Innovation is closely related to two things. Novelty and improvement are the main criteria (improvement). Another definition of innovation takes into account the radical and gradual processes involved in the creation of a product. Other definitions focus on how innovation can be received and spread. Therefore, to successfully face globalization, all nations must be able to compete, because this is the main factor determining success. In order not to be left behind due to intense competition, individuals must be prepared to become competent. Thus, entrepreneurship is expected to be able to play an important role in overcoming the current wave of globalization. Because it fosters a wealth of information, creativity, and commercial innovation, entrepreneurship plays an important role in technological progress. This is because entrepreneurship increases job opportunities and increases competition. A competitive process in which only the most competitive companies can survive and thrive, is facilitated by the introduction of new businesses that compete with established businesses through new products and services.

Innovation is influenced positively and significantly by information technology. This means that a company's performance will increase as technology is increasingly used, which will also have an impact on increasing innovation. Company performance is positively and significantly influenced by innovation, which means that innovation in terms of goods and procedures can increase the company's success. Aligning and strengthening the results of previous research by a number of scientists, including Mustikowati (2017), Nur (2016), and Utaminingsih (2016), which generally shows that innovation has a significant and positive effect on business success. The relationship between innovation and company performance is very important because in the business world, innovation is needed to prevent boredom.

RESEARCH METHODS

This research uses qualitative methodology to conduct descriptive analysis. Descriptive research involves collecting rich data in the form of words, images, documents, and behavior to describe the phenomenon being analyzed. To get started, choose the appropriate method. Qualitative research is more effective if it deals with multiple realities. "Qualitative research methods are research methods that produce results," said Moleong in Harefa, 2020. An analytical technique that does not use qualitativeization techniques or other analytical techniques. This concept clearly contradicts qualitative research which has quantitative nuances, namely by emphasizing the need for validation efforts in qualitative research. The data used in this qualitative research is primary data which is a source of data that comes directly from the field or looks at the situation or conditions that exist in the field and secondary data is a source of data that comes from journal articles or other sources as reinforcement in a literary or journal study.

This strategy clearly shows the interaction between researchers and respondents. Research techniques are a philosophical component of science, which examines how things work within organizations in an effort to discover the truth. The basics of understanding various research paradigms will be discussed in this book before discussing qualitative research methodology in more detail. This is intended to make it easier for readers or researchers to understand that different research methodologies are based on different paradigms, which also means different work processes used in research. Qualitative research has several objectives in its implementation which are divided into three parts, namely:

1. Observation The observation method is a way of collecting data that involves taking notes about the state or actions of a target object as you observe it. Nana Sudjana stated that observation is methodical observation and documentation of the symptoms being examined.
2. The method of observation and documentation of the phenomena studied is the observation approach. Broadly speaking, true observation includes more than just direct or indirect observation. Meanwhile, monitoring and documenting the phenomena studied methodically is the definition of Sutrisno Hadi's observation approach. Observation is a data collection strategy where researchers or collaborators document data based on what they observe during an investigation. Interviews are an oral communication style used to collect data. In most cases, face-to-face contact occurs during interviews involving two or more subjects.
3. Evaluation is the result of the students' output after repeated training during the target learning process followed by each student.

RESULTS AND DISCUSSION

Result

According to RI Law no. 20 of 2003 concerning the National Education System article 26 (1), non-formal education is provided for people who need it. It serves as a substitute, supplement, or complement to formal education and supports lifelong learning. The Ministry of Education and Culture reports that there are 28,999 non-formal education institutions in Indonesia, including LKP, PKBM, SKB, and PONPES. Banten Province has 459

LKP, 345 PKBM, 4 SKB, and 92 PONPES, but in reality this is not the case. Banten Province prioritizes the continuation of non-formal education. SKB is the parent district and city for non-formal education in Banten. SKB Regency Serang organizes non-formal education in 29 sub-districts including Anyar, Bandung, Baros, Binuang, Bojonegara, Carenang, Cikande, Cikeusal, Cinangka, Ciomas, Ciruas, Gunung Sari, Jawilan, Kibin, Kopo, Kragilan, Kramatwatu, Lebak Wangi, Mancak, Pabuaran, Padarincang, Pamarayan, Petir, Pontang, Pulo Ampel, Tanara, and Tirt. The Regency SKB attack included PKBM Al-Firdaus, Kramatwatu District, a non-formal education institution.

This SKB was established in 1998 and will remain so until 2024. And it lasts a very long time. In 2011, the 25 year old SKB was relocated to the Serang area, Kekusal District, located in Sukamenak. Researchers witnessed sewing, make-up and hair styling training sessions (Learning Activity Studio) conducted to assess their implementation. The tutor's capacity in supervising entrepreneurship training shows this training. SKB A number of crucial steps must be taken to determine the teaching staff needed for the SKB entrepreneurship program in Serang Regency. It must evaluate program requirements first. This requires awareness of the program's goals and objectives as well as identifying the unique needs of educators working in the program. Oversee planned and implemented training. This program is already on the list set by the center. The Serang Regency SKB is planning a hair, automotive, culinary and beauty cosmetology entrepreneurship program which will be handled by the Serang Regency SKB. There are two training programs offered by the central government, namely PKW and PKK. After the program is completed, PKWs are given a mandate by the central government to become PKW entrepreneurs. Once this training program is completed, the ministry will offer entrepreneurship items as stimulus assistance. Training aids for applying skills such as sewing, hair and facial make-up can be used directly or in conjunction with LKP training. In addition, attitude development practices to encourage the development of appropriate attitudes in business, including high motivation, creativity and leadership. Therefore, cultivating entrepreneurial principles that understand and improve the main characteristics of entrepreneurship, such as independence, creativity, leadership, discipline, accountability, and communication.

Some of the outputs of several students who have completed training include beauty or salon make-up, hair make-up, various types of cakes. In dissemination, using increasingly developing technology, existing features can reach information to a wider community. In disseminating information using technology, namely beauty salons, hairdressing and various types of cakes using several social media features such as Instagram and Shopee applications. Form of cooperation between SKB and partner parties such as LKP, Shopee and IG. In the form of an MoU, where they receive feedback in the form of honorarium as a form of their responsibility in carrying out their duties as instructors. IG collaboration is not related to instructors but specifically to the public in the form of videos as a form of marketing to the general public regarding entrepreneurship training or courses. At Shopee, students are required to create a Shopee shop. So that students have a platform to sell both goods and services.

The entrepreneurship learning process at SKB Serang district is carried out using various methods such as theory, practical demonstration, visits to partner institutions, apprenticeships:

1. Demonstration practice
2. Visits to partner institutions
3. Apprenticeship

The role of entrepreneurship learning in the Serang Regency SKB really supports the independence of training participants. With information technology innovation in increasing entrepreneurship, the Serang district SKB often promotes businesses or products made by the Serang district SKB itself. In the use of information technology that can advance entrepreneurship in Serang Regency SKB helps in business marketing.

The strategy used for entrepreneurship in the Serang Regency SKB is by:

1. Research market needs
2. Business collaboration
3. Looking for innovation according to trends.

There is a role for information technology innovation in increasing entrepreneurship, namely by utilizing free digital platforms, which means they are not paid, such as Instagram, Facebook, WhatsApp, Twitter, Shoppe, you can develop products or businesses created by SKB Serang Regency.

There is support for entrepreneurship development through information technology learning. By presenting one of the speakers using a digital platform such as Instagram by providing material on how to use social media in an interesting way so that you have lots of followers. Students are required to create social media accounts to develop their businesses. Such as creating a Gmail specifically for business, Instagram specifically for business, WhatsApp specifically for business and so on. Apart from that, every time each student carries out their business activities, they must be documented and uploaded so that the account develops and can be known to the general public and can be interested. By using social media you can gain benefits because its reach is quite wide and the productivity created by each individual student can develop more quickly. Some of the outputs that

have been produced by SKB Serang district are Eka salon, Anchor salon, Bestie salon, some of the names of these accounts are in the Instagram application.

There are obstacles to implementation in technological innovation Quota Network, which means the internet network must be smooth because if it is not smooth the display will not appear Promote products on social media with lots of viewers or followers. There are several forms of evaluation carried out by tutors at SKB Serang district, there are two, namely, theoretical evaluation and practical evaluation. Theory evaluation takes the form of an assessment of what results have been presented during the learning process and practical evaluation, students are required to look for models. Students are required to look for models, for example bridal make-up training, students bring models and decisions from the SKB, such as students choosing a certain form of bridal make-up.

Discussion

The role of learning places more emphasis on the role of educators in the teaching and learning process which is very necessary and needed. An educator is a source of knowledge for his students. Educators can convey knowledge and life values that can encourage students to realize the dreams of each individual student, both for themselves, their families and the nation. According to Harefa (2020), in connection with the important position played by educators, educators must have various skills, including the intellectual skills that educators need to have, but also the capacity to arouse students' curiosity about learning, which will ultimately increase achievement and student goals. According to Harefa (2021), the role of teachers in the educational process or what could be called instructors is the main determining component that dominates education in general because teachers play a role in the learning process, which makes education fundamentally different.

The existence of entrepreneurship learning materials can be very beneficial for the entire community, in order to earn a daily livelihood and to fulfill primary and secondary tertiary needs. It can also reduce poverty rates in Indonesia. In entrepreneurship learning, tutors also have a role in providing motivation to their students. According to an expert, Uno defines that motivation comes from a person's internal and external factors which are carried out through interests, needs, hopes, ideals and appreciation. One source of energy that a business needs is motivation. According to nudge theory, unfavorable environmental incentives such as job dissatisfaction, difficulty finding work, rigid work schedules, or low wages encourage people to become entrepreneurs. Entrepreneurs should have a mindset that is open to criticism, accepts ideas from various sources, and is able to implement them. Business Ownership Schumpeter emphasized that entrepreneurship is associated with innovation or sustainable business development in addition to business organizations. According to Schumpeter, entrepreneurship played a major role in economic growth, and the free enterprise system that emerged from it was a progressive system and not the end of capitalism. The aim of studying entrepreneurship is to develop an entrepreneurial mindset and way of acting. Effective corporate management and leadership is related to preparing students to work hard and be independent. The theory presented before conducting an entrepreneurship class is actually realized in entrepreneurial activities. The process of implementing and developing entrepreneurial learning is known as "entrepreneurship practice". Because there is a direct relationship between students and the environment, the emergence of student entrepreneurial activities is intended to develop an inventive, creative, responsible and risk-taking mindset. A person's innate desire to start a business, take calculated risks, and grow the company he founded is known as his passion for The Internet can be viewed as a collection of concepts, technological and social innovations, political backgrounds, socio-cultural conditions and economic development, the results of which are clearly visible within the framework of sustainable development. The phrase "society 5.0" was coined by the Japanese government to describe a country where technology replaces humans not only in work but also in everyday life. Expression and knowledge are among the abilities promoted, along with social engagement and communication. thus opening the door for the digital economy to rise to prominence. Since 2008, aspects of social and economic life have incorporated into the digital economy. Then there is electronic commerce which can be called e-commerce which is an internal entrepreneurial effort made possible by technical progress by utilizing information technology such as social media. the growth of e-commerce, an innovation in the field of network or internet-based entrepreneurship. Model Sellers, manufacturers, and consumers all benefit from this entrepreneurship. Not having to transport the product to the point of sale benefits the manufacturer. Creators run or provide their business by uploading goods provided through available programs. E-commerce is growing because it is accessible to everyone, thereby increasing consumer demand, output, and the producer economy. In this era of entrepreneurship, technological advances are expected to improve people's welfare.

The information technology learning process can improve their ability to be able to compete in the twenty-first century. People are required to have innovative skills, information media technology skills, and life skills in the twenty-first century. Tutors have an important role in helping students to be ready to face the industrial revolution 4.0, where technological sophistication is very important. To help students understand, identify, and be able to use information and communication technology (ICT), educators should try to incorporate digital technology, also known as information and communication technology (ICT), into their lesson plans.

In the current digital era, the function of Information Technology Innovation Learning at the Serang Regency SKB in increasing the entrepreneurship of learning citizens is very significant. Within this framework, studying information technology innovation offers students the opportunity to acquire competencies and skills related to evolving market needs. Students can gain a deeper understanding of how information technology is used in business and entrepreneurial contexts by studying information technology innovation. They can gain knowledge about how to utilize digital platforms, applications and other technologies that can help their business succeed. In this way, Serang Regency SKB students can increase entrepreneurship, face competitive market difficulties, and support regional economic growth by studying information technology innovation. With the very rapid progress of digital technology, MSMEs in Indonesia can develop and become more varied, because many of the general public nowadays prefer to shop at online shops, rather than buying directly on the spot. In my opinion, having a digital platform for shopping online can make it easier for consumers to shop and have more time for activities, then consumers can pay by transfer or pay on the spot. The Serang district SKB also has its own strategy (with market needs research, business collaboration, and apprenticeships) in my opinion, it is very good and effective because with market needs research you can find out the needs of the audience, then there is business collaboration and there are business opportunities for more innovation and You can increase your relationships by meeting great people in the business network, there are also internships so that people or students can gain experience before entering the real world of work.

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