

Improving Student Entrepreneurship Skills in Era Society 5.0 through Japik Minolasy Online Business

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Abstract

The development from the industrial era to the information age made significant changes. The very fast pace of information makes changes in both positive and negative directions. The positive thing about the development of the rate of information is marked by the ease of getting information. While the negative things from the development of the rate of information can damage humans because the information obtained is not good and can damage the mentality. The data analysis method in this study uses descriptive-qualitative analysis. Qualitative research is conducted to build knowledge through understanding and discovery, so that it is expected to be able to reveal various detailed and meaningful information, but also does not reject quantitative information in the form of numbers. In addition, it uses a descriptive approach that aims to provide an overview of student perceptions of the Japik Minolasy online business. Measurement of student perceptions was based on a Likert scale with a range of 1 to 5. By looking at the table of entrepreneurial skills and then calculating the percentage, the researcher got the percentage of skills before doing Japik Minolasy online business of 51.42%. This means that entrepreneurial skills are in the sufficient category. Then the percentage of skills obtained by researchers after running Japik Minolasy's online business increased to 85.71%. This shows that the scale obtained is very good. Determination of this scale based on Table 2 value criteria. An entrepreneur must be able to find good opportunities to do business and develop them properly. At that time required a variety of capabilities to support in order to produce something optimally. Some of these abilities we can call skills. From the results of the study, it appears that some of the skills possessed, both soft skills and hard skills, have increased before doing business and after doing business.

A. Introduction

The development from the industrial age to the information age made significant changes. The rapid pace of information makes changes in both positive and negative directions. The positive thing about the development of the pace of information is characterized by the ease of obtaining information, all the information we need can be known quickly. While the negative thing from the development of the rate of information can damage humans because the information obtained is not good and can damage mentally.

Entrepreneurship first appeared in the 18th century which was marked by new inventions such as steam engines, spinning machines and others. Their main goal is to grow and expand the organization through innovation. Profit and wealth are not the main goals.

According to the theory of the economist Jean Baptiste Say who developed from his thoughts related to the theory of entrepreneurship or entrepreneurship that began in the 19th century, he explained about the significant contributions related to his theory. Then Jean Baptiste Say developed again the theory of Cantillon's concept in which entrepreneurship was placed as the center of economic activity. Later the thought of Jean Baptiste Say's theory was considered modern, more advanced, most complete and more revolutionary. Jean Baptiste Say also provided a model theory of this entrepreneurship which was later supported by the theory of market economy entrepreneurship (Anggraeni, 2022).

Entrepreneurship is seen as a function that includes the exploitation of opportunities that are in the market. Exploitation here is mostly related to direction or a combination of productive inputs. An entrepreneur is always faced with risks or opportunities that arise, and is often associated with innovative and creative actions (Utomo, 2010).

Entrepreneurship is a person's spirit, behavior, attitude and ability to control business that leads to efforts to create, seek, implement ways of working, technology and production to increase efficiency in order to provide better services (Suwarso, 2018).

The characteristics of an entrepreneur are: 1. Self-confidence; 2. Task and result oriented; 3. Dare to take risks; 4. Leadership spirit; 5. Originality; 6. Future-oriented; 7. Honest and diligent (Dahlan et al., 2022). Factors affecting entrepreneurial success: 1. Business capital; 2. Business experience ; 3. Level of education; 4. Manpower (Ratnasari, 2017).

The era of Society 5.0 is a concept developed for the formation of a super smart society that has a pattern of behavior that optimizes the use of the internet of things, big data and artificial intelligence as solutions for better people's lives in the future (Setiawan & Lenawati, 2020).

Society 5.0 is a society that can solve various challenges and problems faced by utilizing innovations that arise in the era of the industrial revolution 4.0, for example big data and robots to improve the quality of human life (Ismail & Nugroho, 2022; Putra et al., 2022; Sugiono, 2020).

With the existence of online businesses, it allows transactions between sellers and buyers (producers and consumers), without having to meet directly. What is needed by buyers when transacting online is information about the product and the certainty that the order will be received on demand (Fauziah, 2020; Setyawati et al., 2017).

Online business is a business that utilizes internet media as marketing a product or service. Where the internet media can be accessed through smart phones (smartphones), tablets, computers and other devices that can be connected to the internet.

Advantages of online business: 1. Can reach a wide market compared to just opening an offline store. 2. Unlimited working time. 3. Operational costs that tend to be cheaper than opening a shop offline. 4. Easy to provide services to consumers. Disadvantages of online business: 1. Shipping problem, sometimes the shipping address does not match the buyer's address. 2. Payment, because selling online mostly does not bring together sellers and buyers directly, in this case high honesty is required from the online business process. 3. Goods that come not as expected. 4. The problem of fraud or undelivered goods (Wahyuningtyas, 2019).

Based on the description above, it can be concluded that. Entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources to find opportunities for success. Something new and different is the added value of goods or services that are a source of excellence to be used as an opportunity to open a business.

The food business is one of the businesses that is most in demand by the community and has good prospects. This is because business opportunities in the food sector are very tempting. Business opportunities in the food sector are very open because everyone definitely needs food, but entrepreneurs in the food sector are required to innovate in their business to be a differentiator with existing businesses and entrepreneurs are also required to improve service in sales.

Entrepreneurs are also required to always be able to meet the wants and needs of consumers well. Moreover, business actors in the food sector are now very much. One of the most preferred foods by society today is chips. Where usually the chips themselves are made from bananas, taro, cassava which are usually given various flavors such as chocolate, balado, original, corn and others, chips are one of the foods that are very popular with the public that can be consumed almost every day.

So, based on this very promising opportunity we opened a business "Japik Minolasy", where in this business we made several innovations so that consumers are interested in buying the products we offer. Japik Minolasy is a food product consisting of various kinds of chips such as honey sweet potato chips, purple sweet potato chips, cassava chips and papaya chips. The chips that we offer have various flavors ranging from original, spicy, sweet, balado and many others. Chips have a lot of fans ranging from children, teenagers, adults and even parents who still like chips.

B. Research Methods

The data analysis method in this study uses qualitative-descriptive analysis. Qualitative research is carried out to build knowledge through understanding and discovery, so that it is expected to reveal a variety of information that is thorough and meaningful, but also does not reject quantitative information in the form of numbers (Fadli, 2021).

In addition, using a descriptive approach that aims to provide an overview of student perceptions of the online business of japik minolasy chips. Measurement of student perception based on the Likert scale with a range of 1 to 5 (Harianti et al., 2020). The Likert scale is a scale used to measure perceptions, attitudes or opinions of a person or group regarding an event or social phenomenon (Bahrun et al., 2017).

Table 1. Likert Rating Scale

Alternative Answers	Score Weighting
Excellent	5
Good	4
Sufficient	3
Less	2
Very Less	1

Calculation to find the percentage of answers to the overall respondent using the formula:

$$P = \frac{\sum x}{\sum xi} \times 100\% \dots \dots \dots (1)$$

Information:

P: Percentage

$\sum x$ = Number of respondents' answers in one item

$\sum xi$ = Number of ideal values in an item

After obtaining the percentage of the score using the formula, then measure the interpretation of the score. The interpretation of the score can be seen in Table 2.

Table 2. Value criteria

Percentage	Interpretation
0-20%	Excellent
21-40%	Good
41-60%	Sufficient
61-80%	Less
81-100%	Very Less

The perception assessment was carried out on 9 students who took the Entrepreneurship course in the Physics Education Study Program in the Even Semester 2023/2024. The picture of student perception obtained from the results of this study will be used as reference material to develop a Japik Minolasy online business in improving student entrepreneurial skills.

The results or data obtained are really relevant and significant to the existing conditions. Descriptive qualitative research is research that uses analysis. Descriptive is research that seeks to mention the solution of existing problems based on data. Qualitative descriptive research is designed to collect information about the real situation now that is taking place. Thus, the use of a descriptive qualitative approach is a suitable method to find out about "Improving Student Entrepreneurship Skills in the Society 5.0 Era through Japik Minolasy Online Business" The location or place of research carried out at Bengkulu University. The target in this study is students, the results of home industry products. The techniques or methods used in collecting this data are interviews, observations and documentation (Travelencya et al., 2022).

In this study using instruments in the form of questionnaire / questionnaire sheets and observation sheets. This instrument is used to measure student interest in online business Japik Minolasy and student

entrepreneurship skills. To find out this, the distribution of questionnaires / questionnaires was carried out, questionnaires filled out by students were then analyzed. Each option answered was then assessed and scored (Khoiri & Hindarto, 2011).

C. Results and Discussion

The following is a table of observations of the skills of an entrepreneur in running an *online* business Japik Minolasy.

Tabel 3. Results of Observation of an Entrepreneur's Skills

No.	Before					Skills	After				
1	1	2	3	4	5	Think creatively	1	2	3	4	5
2	1	2	3	4	5	Time management	1	2	3	4	5
3	1	2	3	4	5	Public speaking	1	2	3	4	5
4	1	2	3	4	5	Marketing	1	2	3	4	5
5	1	2	3	4	5	Strategic assessment tools	1	2	3	4	5
6	1	2	3	4	5	Communication	1	2	3	4	5
7	1	2	3	4	5	Leadership	1	2	3	4	5

Note: the number in red indicates the scale obtained.

- 1 = Very Less
- 2 = Less
- 3 = Sufficient
- 4 = Good
- 5 = Excellent

By looking at the skill table of an entrepreneur and then doing the percentage, the researcher got the percentage of skills before doing an online business Japik Minolasy of 51.42%. This means that the entrepreneurial skills are in the sufficient category. Then the percentage of skills obtained by researchers after carrying out the Japik Minolasy online business increased to 85.71%. This shows that the scale obtained is very good. The determination of this scale is based on table 2 of value criteria.

An entrepreneur must be able to look for good opportunities to do a business and develop it well. At that time, various abilities are needed to support in order to produce something optimal. Some of these abilities we can call as skills. In the table above, we can see that some of the skills possessed, both *soft* skills and *hard* skills, have increased before doing the business with after doing it. This is in accordance with research from Rizky Dwi Putri, et al (2021) in the journal "Entrepreneurial literacy and the emergence of student entrepreneurship: is there a connection?", which states that "based on the value of evaluation and entrepreneurial practice that 87% of students have internalized the entrepreneurial spirit in daily activities which include four main elements of entrepreneurship although not perfect, namely discipline, responsibility, leadership, and decision making".

For example, on creative thinking skills. At the time before doing an online business, Japik Minolasy did not think about doing what, what stages, what preparation, how to solve the problem, and so on. But when it has made this effort, it is forced to be able and eventually get used to thinking creatively. This is because the online business that is run is actually already widely marketed. So, it demands to be more creative to attract fans.

In addition, there are also other skills such as *public speaking*. An entrepreneur is required to be able to speak public to make it easier to do and develop his business. This is evident when researchers have not done this Japik Minolasy online business, talking to others are still shy or not confident. But since this business, researchers dare to speak in front of many people to market existing products even with unknown people so as to attract people to buy existing products.

Japik Minolasy's online business uses an online sales and pre-order (PO) system. Where we utilize existing technology, such as using social media. Some of the social media used are Instagram, Facebook, and WhatsApp. This online venture is very profitable where researchers only need to do marketing through the existing internet with a wider target market.

After marketing Japik Minolasy products, researchers received several responses from various circles containing criticism and useful suggestions for this business. Here are some of these responses:

Table 4. Response from Reviewers

No.	Reviewer	Response	Value
1	Inspiration	Delicious, savory, neat packaging, low price. But spicy cassava chips are more to sweet. <i>Over all</i> steady and tasty.	5/5
2	Jessica	All three variants taste good, but there are some hard spicy chips.	4/5
3	Rita	Savory, the taste is just right, the packaging is also neat	5/5
4	Hanifa	The chips are delicious, the degree of doneness is good. But maybe chips that taste spicy, even more enhanced the spiciness.	4/5
5	Frances	· Sweet spicy cassava chips taste good, the spiciness is just right and the sweetness is also just right · Balado-flavored honey yam chips are also good · The Balado purple sweet potato chips are also delicious, but the seasoning is less pronounced. The seasoning suggestion is added again.	4/5
6	Ayuni	The chips are delicious, but maybe the pieces of chips are a bit small	4/5
7	Erita	It's really delicious, especially the favorite sweet potatoes	5/5
8	Ima	· Purple sweet potatoes and honey potatoes taste crispy, savory, delicious. The size of the sweet potato is too small. · Spicy cassava chips taste crispy, spicy, delicious. Advice further adjust the spiciness so that it does not clump	4/5
9	Anhar	Delicious	4/5

From the responses of randomly selected reviewers in the table above, it shows the quality produced by Japik Minolasy with an average of 4.3/5. This means that Japik Minolasy's online business gets very good quality with a percentage of 86.66%. With existing criticism and suggestions will help to improve its quality.

D. Conclusion

Entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources to find opportunities for success. Something new and different is the added value of goods or services that are a source of excellence to be used as opportunities to open a business

The data analysis method in this study uses qualitative-descriptive analysis. Qualitative research is carried out to build knowledge through understanding and discovery, so that it is expected to reveal a variety of information that is thorough and meaningful, but also does not reject quantitative information in the form of numbers.

An entrepreneur must be able to look for good opportunities to do a business and develop it well. At that time, various abilities are needed to support in order to produce something optimal. Some of these abilities we can call as skills. In the table above, we can see that some of the skills possessed, both soft skills and hard skills, have increased before doing the business with after doing it.

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