





# Digital Entrepreneurship: Typography T-shirt Design Production in SMA Negeri 1 Percut Sei Tuan

 Gustianingsih<sup>1\*</sup>,  Nurhayati Harahap<sup>2</sup>,  Amhar Kudadiri<sup>3</sup>,  Emma Marsella<sup>4</sup>

<sup>1,2,3,4</sup>Universitas Sumatera Utara  
Sumatera Utara, Indonesia  
✉ [gustianingsih@usu.ac.id](mailto:gustianingsih@usu.ac.id) \*



## Article Information:

Received July 20, 2024

Revised August 05, 2024

Accepted August 18, 2024

## Keywords:

Digital Entrepreneurship;  
SMA Negeri 1 Percut Sei  
Tuan; Typography T-  
Shirts

## Abstract

The purpose of this community service activity is to answer the problems at SMA Negeri 1 Percut Sei Tuan: the lack of interest in digital-based entrepreneurship, the lack of knowledge and skills of students in digital entrepreneurship practices so that students do not always lead to conventional entrepreneurship, limited capital in providing equipment, renting online platforms, and marketing costs, and the lack of commitment in understanding and implementing digital entrepreneurship, both from students and schools. This activity was carried out with three methods, namely equipment procurement, training, design assistance, and assistance in selling T-shirts at the market. The results of the activity include the availability of typography t-shirts with creative writings and then the t-shirts are marketed online in marketplaces, such as Shopee and Tokopedia. Currently, 50 t-shirts with typography designs have been marketed. The typography t-shirt design production development program at SMA Negeri 1 Percut Sei Tuan aims to enhance inclusive industries and encourage innovation through digital entrepreneurship training for students. The main priorities are the procurement of digital platforms, typography t-shirt production training, and the enhancement of digital entrepreneurship interest and knowledge in school.

## A. Introduction

Society 4.0 (industrial revolution 4.0) is inseparable from the global agreement related to the world action plan that aims to end poverty, reduce inequality, and protect the environment (SDGs). Currently, the concept of society 4.0 has begun to shift to society 5.0. The concept, which emerged in Japan, has become an important topic in global discussions on social and economic transformation in the digital era. From the development of the industry, the 17 SDGs goals that have been agreed upon by the world will be closely related to digitalization (Ellitan, 2020; Falaq, 2020; Lu et al., 2021; Teknowijoyo & Marpelina, 2022; Xu et al., 2021).

The era of digitalization requires groups of people to adapt more quickly, one of which is entrepreneurship. Digital entrepreneurship is a phenomenon that emerges through the development of information and communication technology. The process of selling products or services is already through electronic networks (Guthrie, 2014; Ula et al., 2021; Zebua & Sunaryanto, 2021). Seeing this opportunity, digital entrepreneurship has also attracted the interest of millennials, especially students (Farani et al., 2017). Student interest in digital entrepreneurship is more inclined in textiles, especially T-shirts.

Seeing this situation, this community service proposal wants to target the 9th goal of the SDGs, namely increasing inclusive industries and encouraging innovation. From the implementation of the 9th goal, it will certainly have an impact on other goals. In addition to targeting the SDGs goals, this community service proposal also targets the Key Performance Indicators (KPI) of Higher Education, namely KPI 2 and KPI 3.

KPI 2 focuses on students gaining experience off campus and KPI 3 in the form of lecturers doing activities off campus. Both KPIs will certainly have an impact on student experience and development as well as the practice of lecturers' intellectuality to the community.

The community service program carried out by the University of North Sumatra, among others, can be carried out through a program with the Regular Mono Year Partnership scheme. The target partner in this program is a digital economically less productive community, namely SMA Negeri 1 Percut Sei Tuan, Kec. Percut Sei Tuan, Deli Serdang Regency, Sumatra.

State Senior High School 1 Percut Sei Tuan is a senior high school that was built around 1984. When SMAN 1 Percut Sei Tuan only shared the teaching and learning process at SDN Sampali, it was given building assistance by the Province of SUMUT with four rooms, three for classes and one for the office of SMAN 1 Percut Sei Tuan. In 1985, SMAN 1 Percut Sei Tuan had its own building and moved from SDN Sampali which had been the place of teaching and learning activities of SMAN 1 Percut Sei Tuan. The provincial education office was always providing direction and guidance so that this school could run well like a long-established school. For now, SMAN 1 Percut Sei Tuan is a high school that is quite popular among the community of Percut Sei Tuan sub-district. The condition of its students with a relatively middle to lower socio-economic background is the dynamic of most of the students of SMAN 1 Percut Sei Tuan.

As a long-established school, SMA Negeri 1 Percut Sei Tuan has a vision, which is to excel in academic and non-academic achievements based on faith, piety, virtue, and environmental insight. In this digitalization era, digital entrepreneurship can certainly be one of the implementations of student achievement in the non-academic field. Based on the initial observation of the service team to the partner location, it was found that there was a lack of understanding of digital entrepreneurship at SMAN 1 Percut Sei Tuan. This is certainly a major problem that must be resolved immediately.

Digital entrepreneurship is a sub-category of entrepreneurship that is physically engaged in being catalyzed so that traditional entrepreneurship changes in the form of new businesses in the digital era, both in product, distribution and business location (Le Dinh et al., 2018). Indonesia, especially in the field of information technology, has a huge opportunity to grow even bigger. We have so much potential such as a large population demographic, easier and cheaper internet access, and high penetration. This development is utilized by some people to enter the field known as digital entrepreneur, or digipreneur. Instead of just being spectators/consumers, students can certainly create and participate.

Through this community service activity, it is hoped that the output will be achieved, namely the development of digital entrepreneurship in the production of typography shirts as an effort to increase creativity and grow interest in digital entrepreneurship (creating a digital entrepreneurship ecosystem for students). The approach that will be taken is to improve the quality of education by improving understanding of digitalization (Ula et al., 2021; Zebua & Sunaryanto, 2021).

Partner priority issues have been observed based on the results of an initial survey conducted by the community service team to the partner location. The survey was conducted based on secondary and primary data. Primary surveys were conducted through direct observation and through in-depth discussions with stakeholders such as school principals and teachers. From the initial data obtained, the partner's problem is linked to the SDGs which contain 17 goals and 169 targets (Hudaya & Rachmawati, 2024; Tresnawati & Prasetyo, 2022; Miskiyah et al., 2022).

The scope of SDGs through this proposed community service activity targets the 9th goal of SDGs, namely increasing inclusive industries and encouraging innovation. In addition, this community service program will also maximize the synergy between targets and implementation on a global orientation scale through the role of universities in order to support the integration of the application of teaching and research values to provide direct benefits to society (Hudaya & Rachmawati, 2024; Mustika, 2019; Ningsih et al., 2024).

The results of preliminary observations have identified objectives that can be carried out through selected objectives related to the problems at SMA Negeri 1 Percut Sei Tuan, namely improving inclusive industries and encouraging innovation. Based on the objectives sourced from the results of the preliminary survey, several activities are planned that aim to realize the global goal of sustainable development at SMA Negeri 1 Percut Sei Tuan Kec. Percut Sei Tuan, Deli Serdang Regency, North Sumatra.

Efforts to increase inclusive industries and encourage innovation in SMA Negeri 1 Percut Sei Tuan are oriented towards the principle of benefits that are successful and effective. So, the priority issues agreed with partners to be resolved during the implementation of the PKM program, namely the procurement of

digital platforms that can be accessed by students, training in the production process of digital entrepreneurship typography T-shirts to develop digital platforms.

The agreed priority issues are based on justifications, namely: (1) the lack of interest in digital-based entrepreneurship (2) the lack of knowledge and skills of students in digital entrepreneurship practices so that students do not always lead to conventional entrepreneurship, (3) limited capital in providing equipment, renting online platforms, and marketing costs, (4) lack of commitment in understanding and implementing digital entrepreneurship, both from students and schools.

## B. Methods

The methods applied in implementing this community service program can be explained as follows. Group Discussion or discussion is a scientific conversation conducted by several people in a group to seek the truth and includes the exchange of opinions, the emergence of ideas, and the testing of opinions. Using the discussion method means: 1) Divided into several groups 2) Can increase overall activity and unity 3) Can increase individual participation 4) Can foster a sense of social because it can help each other solve problems and encourage a sense of unity 5) Provides the opportunity to express opinions 6) Is a democratic approach 7) Broadens perspectives 8) Enjoys leadership together 9) Helps build a better community.

A workshop is an event that brings together a number of people to solve a problem and find a solution. A workshop is a small scientific event. A group of people with similar interests gather under the guidance of several experts to study one or more specific aspects of a topic. In general, workshops aim to improve participants' knowledge and skills on a particular topic or issue, help participants to solve problems or develop innovative solutions, build networks and collaboration among participants, share experiences and best practices, and encourage creativity and innovation. Before and after the application of the two methods above, data collection methods were carried out, namely observation and interviews.

Community service activities are carried out for approximately 6 months starting from the proposal preparation stage, activity preparation, activity implementation, and report writing stage. The activity was carried out at SMA Negeri 1 Percut Sei Tuan, Jl. Irian Barat Sampali Village No.37, Medan Estate, Kec. Percut Sei Tuan, Deli Serdang Regency, North Sumatra 20371.

These methods were used to determine the interest and enthusiasm of participants and the achievement of program objectives in participating in the training program. Evaluation of Program Implementation: Evaluation is carried out to evaluate the success of the service program. Table 3 below shows the aspects and methods used to evaluate the success of the community partnership program, which includes discussion and workshop activities.

**Table 1.** Program Implementation Evaluation Techniques

Aspects Evaluated	Evaluation Technique
a. Participants' interest and enthusiasm during the workshop.	Observation and digital entrepreneurship products
b. Achievement of program objectives, namely increasing partners' ability to understand digital entrepreneurship.	
c. Creation and creativity in producing typography t-shirts as one of the digital entrepreneurship products.	
d. Benefits obtained by participants and partner institutions	

The target audience is students at SMA Negeri 1 Percut Sei Tuan. The students will be given socialization about digital entrepreneurship, producing a typography T-shirt product digitally, and distributed digitally. The activities offered in solving partner problems are to conduct socialization and training activities regarding digital entrepreneurship. In addition, partners will be facilitated with the procurement of digital platforms and materials as initial capital for the implementation of digital entrepreneurship. By holding these activities, students will become aware of the importance of creating and innovating in the digital world. Analysis plan (describe statistical tests and the comparisons made; ordinary statistical methods should be used without comment; advanced or unusual methods may require a literature citation (Veleva & Tsvetanova, 2020; Wahyudi et al., 2020; Zebua & Sunaryanto, 2021)).

### C. Result and Discussion

The findings of the implementation of the service are conveyed through the following procedures:

1) Program socialization and coordination

The proposer conducted socialization and coordination related to the program “Digital Entrepreneurship: Typography T-shirt Design Production” to students at SMA Negeri 1 Percut Sei Tuan. Program coordination is carried out to ask for input and agree on the activity program to be carried out along with the time of implementation to the community, especially the parents of the children.

Partner participation: Partner participation in this stage is to provide input and agree on the program including the time and location of implementation.

2) Preparation of coaching activities

At this stage, the service team makes preparations starting from the preparation of tools and materials supporting the program, place of implementation, consumption, administration, and others. In determining the place of implementation, the service team coordinated with partners. The consideration in choosing a place of implementation is that it is large enough and conducive to carrying out activities to develop educational teaching aids. Partner participation: helping the place of implementation of activities so that the implementation can run smoothly and conducive.

3) Mentoring and consultation

After being given socialization and training, the participants are encouraged to be able to implement the knowledge gained in their daily lives. At this stage, the community service team conducts monitoring by coordinating with the school principal regarding the implementation of each participant. The community service team provides opportunities for all students to consult regarding the implementation of digital entrepreneurship.

Partner participation: actively participate in providing the latest follow-up related to implementation activities.

The typography shirt design production development program at SMA Negeri 1 Percut Sei Tuan is achieved by providing assistance, knowledge, understanding, and skills through the procurement of digital tools and media as well as providing socialization and training to students with the following materials: Understanding related to digital entrepreneurship, digital design making training, and training / practice of production and distribution of student work through the marketplace.

The target of community service, namely people who are less productive in the digital economy, namely students of SMA Negeri 1 Percut Sei Tuan, Kec. Percut Sei Tuan, Deli Serdang Regency, Sumatra. The partner location is 14.2 km from the University of North Sumatra. Through observations and interviews with the principal and teachers, it was found that there was a lack of understanding of digital entrepreneurship at SMAN 1 Percut Sei Tuan. This is certainly a major problem that must be solved immediately. The results of preliminary observations have identified objectives that can be carried out through selected objectives related to the problems at SMA Negeri 1 Percut Sei Tuan, namely increasing inclusive industries and encouraging innovation. Based on the objectives sourced from the results of the preliminary survey, several activities are planned that aim to realize the global goal of sustainable development at SMA Negeri 1 Percut Sei Tuan Kec. Percut Sei Tuan, Deli Serdang Regency, North Sumatra.

Efforts to increase inclusive industries and encourage innovation in SMA Negeri 1 Percut Sei Tuan are oriented towards the principle of benefits that are successful and effective. So, the priority issues agreed with partners to be resolved during the implementation of the PKM program, namely the procurement of digital platforms that can be accessed by students, training in the production process of digital entrepreneurship typography T-shirts to develop digital platforms.

The agreed priority issues are based on justifications, namely: (1) the lack of interest in digital-based entrepreneurship (2) the lack of knowledge and skills of students in digital entrepreneurship practices so that students do not always lead to conventional entrepreneurship, (3) limited capital in providing equipment, renting online platforms, and marketing costs, (4) lack of commitment in understanding and implementing digital entrepreneurship, both from students and schools.



**Figure 1.** Canva and T-shirt platform submission

On June 15, 2024, another meeting was held with the principal and students to conduct training and socialization on digital entrepreneurship. The event was attended by the principal and students. In the training and socialization, students were very enthusiastic because they have often seen the creative process of digital entrepreneurship on social media. After discussing digital entrepreneurship in the form of typography t-shirts, students were immediately directed to practice.



**Figure 2.** Atmosphere of Training and Socialization of Digital Entrepreneurship of Typography Shirts

Through community service activities at SMA Negeri 1 Percut Sei Tuan, Deli Serdang, it is hoped that several outcomes of the activity will be achieved, namely (1) being able to encourage the growth of interest and knowledge of digital-based entrepreneurship so that students do not always lead to conventional entrepreneurship. (2) able to improve educational facilities at SMA Negeri 1 Percut Sei Tuan through the procurement of digital platforms and T-shirts (initial capital). (3) Produce scientific publications and publications to the community.

The results of the socialization and training are that after being given socialization and training, the participants are encouraged to be able to implement the knowledge gained in their daily lives. At this stage, the community service team conducts monitoring by coordinating with the school principal regarding the implementation of each participant. The community service team provides opportunities for all teachers to consult regarding the development of educational aids.

The outputs that will be produced from this community service activity include articles published in journals, YouTube videos, and news in online mass media. The output results related to this service program can also be accessed in online mass media, scientific journals, and videos of the implementation of the PKM implementation team's activities in developing educational aids at Falah Almunanzir Kindergarten. Community service activities that have been carried out in the form of handing over the Canva platform, training, and socialization have been published on the Youtube channel. The publication has received intellectual property rights (IPR).

#### **D. Conclusion**

The typography t-shirt design production development program at SMA Negeri 1 Percut Sei Tuan aims to improve inclusive industries and encourage innovation through digital entrepreneurship training to students.

The main priorities are the procurement of digital platforms, training in typography T-shirt production, and increasing the interest and knowledge of digital entrepreneurship in schools.

## E. Acknowledgments

Our gratitude goes to SMA Negeri 1 Percut Sei Tuan for providing the opportunity to carry out community service activities so that they can run smoothly and the Institute for Community Service / Service to the University of North Sumatra (LPPM-USU) which has supported the implementation of this PKM activity.

## References

- Ellitan, L. (2020). Competing in the Era of Industrial Revolution 4.0 and Society 5.0. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 10(1), 1. <https://doi.org/10.30588/jmp.v10i1.657>
- Falaq, Y. (2020). Education of Citizenship in Higher Education as A Fortress of Nation Characters in Facing Era Society 5.0. *Journal of Educational Sciences*, 4(4), 802. <https://doi.org/10.31258/jes.4.4.p.802-812>
- Farani, A., Karimi, S., & Motaghd, M. (2017). The role of entrepreneurial knowledge as a competence in shaping Iranian students' career intentions to start a new digital business. *European Journal of Training and Development*, 41(1), 83–100. <https://doi.org/10.1108/EJTD-07-2016-0054>
- Guthrie, C. (2014). The digital factory: A hands-on learning project in digital entrepreneurship. *Journal of Entrepreneurship Education*, 17, 115–133. [Google Scholar](https://doi.org/10.1108/EJTD-07-2016-0054)
- Hudaya, Nabila M., & Rachmawati, Farikha. (2024). Produksi Media Digital Layanan Pustaka di “Ruang Belajar Aqil” sebagai Sarana Pemberdayaan Masyarakat. *Deliberatio: Jurnal Mahasiswa Komunikasi*, 4(1), 1–10. <https://doi.org/10.59895/deliberatio.v4i1.309>
- Le Dinh, T., Vu, M.-C., & Ayayi, A. (2018). Towards a living lab for promoting the digital entrepreneurship process. *International Journal of Entrepreneurship*, 22. [Google Scholar](https://doi.org/10.1108/EJTD-07-2016-0054)
- Lu, Y., Adrados, J. S., Chand, S. S., & Wang, L. (2021). Humans Are Not Machines—Anthropocentric Human–Machine Symbiosis for Ultra-Flexible Smart Manufacturing. *Engineering*, 7(6), 734–737. <https://doi.org/10.1016/j.eng.2020.09.018>
- Miskiyah, Z., Zunaidi, A., Almustofa, S., & Suhardi, M. (2022). Kebijakan Fiskal dalam Perspektif Ekonomi Makro Islam. *Istithmar : Jurnal Studi Ekonomi Syariah*, 6(1), 69–83. <https://doi.org/10.30762/istithmar.v6i1.33>
- Mustika, M. (2019). Penerapan Teknologi Digital Marketing untuk Meningkatkan Strategi Pemasaran Snack Tiwul. *JSAI (Journal Scientific and Applied Informatics)*, 2(2), 165–171. <https://doi.org/10.36085/jsai.v2i2.352>
- Ningsih, G., Karningsih, E., & Purwasih, R. (2024). Pengaruh Digital Marketing UMKM Makanan Minuman terhadap Kinerja Pemasaran melalui Inovasi Produk di Kota Pangkalpinang. *Jurnal Agribisnis Dan Komunikasi Pertanian (Journal of Agribusiness and Agricultural Communication)*, 7(1), 68. <https://doi.org/10.35941/jakp.7.1.2024.13817.68-77>
- Teknowijoyo, F., & Marpelina, L. (2022). Relevansi Industri 4.0 dan Society 5.0 Terhadap Pendidikan Di Indonesia. *Educatio*, 16(2), 173–184. <https://doi.org/10.29408/edc.v16i2.4492>
- Tresnawati, Y., & Prasetyo, K. (2022). Pemanfaatan Digital Marketing Bagi Usaha Mikro Kecil dan Menengah Bisnis Kuliner. *Journal of New Media and Communication*, 1(1), 43–57. <https://doi.org/10.55985/jnmc.v1i1.5>
- Ula, M., Tjut Adeg, R., & Bustami, B. (2021). Emarketplace Performance Analysis Using PIECES Method. *International Journal of Engineering, Science and Information Technology*, 1(4), 1–6. <https://doi.org/10.52088/ijesty.v1i4.138>
- Veleva, S. S., & Tsvetanova, A. I. (2020). Characteristics of the digital marketing advantages and disadvantages. *IOP Conference Series: Materials Science and Engineering*, 940(1), 012065. <https://doi.org/10.1088/1757-899X/940/1/012065>
- Wahyudi, M., Mukrodi, M., Harras, H., & Sugiarti, E. (2020). Wirausaha Muda Mandiri: Learning, Sharing & Practice. *Scientific Journal Of Reflection : Economic, Accounting, Management and Business*, 3(1), 101–110. <https://doi.org/10.37481/sjr.v3i1.120>
- Xu, X., Lu, Y., Vogel-Heuser, B., & Wang, L. (2021). Industry 4.0 and Industry 5.0—Inception, conception and perception. *Journal of Manufacturing Systems*, 61, 530–535. <https://doi.org/10.1016/j.jmsy.2021.10.006>

Zebua, D. D. N., & Sunaryanto, L. T. (2021). Platform Digital sebagai Alternatif Bertahan di Era Pandemi Covid-19 bagi Pelaku Bisnis Pertanian. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 7(1), 848. <https://doi.org/10.25157/ma.v7i1.4834>

---

**Copyright Holder**

© Gustianingsih, G., Harahap, N., Kudadiri, A., & Marsella, E.

**First publication right:**

Dikdimas: Jurnal Pengabdian Kepada Masyarakat

This article is licensed under:

