

Workshop on Fostering an Entrepreneurial Spirit Among Young Generations in the Bonsai Thematic Village, Tangerang

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Abstract

Purpose: This research paper aims to address the lack of employment and skills among young members of Karang Taruna in the Bonsai thematic village. It explores the potential for entrepreneurship to enhance their standard of living and contributes to youth empowerment within rural communities.

Method: A qualitative research design was employed, utilizing workshops as the primary data collection method. Participants included Karang Taruna members and teenagers from the Bonsai village. The workshops focused on interactive learning about entrepreneurship, with data collected through participant feedback and observations.

Practical Applications: The findings emphasize the practical benefits of entrepreneurial education, which can reduce idle time and foster economic activity. Skills acquired can lead to increased engagement in the bonsai business and other ventures, improving economic prospects for local youth.

Conclusion: This study highlights the need for entrepreneurial education to combat youth unemployment in the Bonsai thematic village. The workshop serves as an effective intervention, demonstrating how targeted education can empower communities and improve livelihoods.



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Introduction

Bonsai Thematic Village has become one of the thematic villages registered with the Bappeda of Tangerang Regency, focusing on the cultivation of Bonsai plants. The Bonsai Thematic Village is located in the Taman Walet housing complex, with residents predominantly working in companies (factories) in the Pasar Kemis area, Jatake industrial area, and Cikupa Emas industrial area. The diverse professions and backgrounds of the community in the Bonsai Thematic Village foster mutual support among its residents.

The youth organization (Karang Taruna) in the Bonsai Thematic Village primarily consists of students and factory workers, with only a few being entrepreneurs. The presence of Karang Taruna highlights the need for training and education in entrepreneurship (Fayzhall et al., 2022). Many young members of Karang Taruna in the Bonsai Village are unemployed and lack specific skills, even though most of them are already employed in factories in the Tangerang Regency industrial area. Tangerang Regency, known as the "thousand industries," is also a potential region for daily consumer products. The extraordinary activity of the Tangerang Regency community presents opportunities for the youth in Karang Taruna to engage in entrepreneurship, ranging from culinary sales, coffee shops, angkringan (street food stalls), online shops, to service businesses (Basuki et al., 2022).

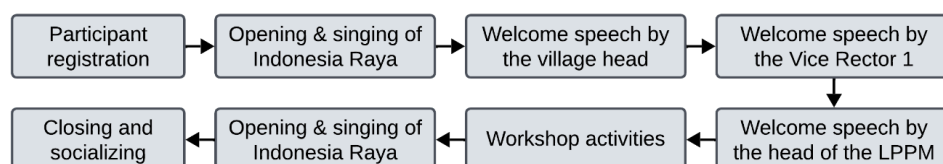
Unfortunately, many young people waste their leisure time on unproductive activities, which can disturb the peace of the residents. Until now, there has been no external party educating the Bonsai Village youth about entrepreneurship, and there has been no mentoring to guide them on the business opportunities they can explore and develop. With the right, directed, and organized education, it is hoped that the youth in Karang Taruna will be inspired and motivated to develop their potential for entrepreneurship (Gosestjahjanti et al., 2023).

The objective of this workshop is to foster, develop, and motivate the youth in Karang Taruna to cultivate an independent entrepreneurial spirit according to their talents and abilities. Thus, this workshop is essential for the youth of the Bonsai Village.

Method

The workshop was held at the Sindang Sari Village Hall in Pasar Kemis, Tangerang Regency, and was attended and officially opened by the head of Sindang Sari Village. In addition to the village head, the head of the neighborhood association (RW) and the heads of the neighborhood units (RT) of the Bonsai Thematic Village were also present. Approximately 30 participants attended and took part in the event, consisting of youth and members of Karang Taruna from the Bonsai Thematic Village, the RW head, the RT heads, as well as lecturers and students from Universitas Insan Pembangunan. The workshop was conducted as a full-day event with the theme of fostering entrepreneurship among the youth of the Bonsai Thematic Village (Gosestjahjanti et al., 2023). The activities were carried out in several steps, as shown in Figure 1.

Figure 1. Steps of the Workshop Activities



The workshop began with participant registration and attendance tracking for documentation purposes. The opening was conducted by the MC, in this case, a lecturer from Universitas Insan Pembangunan, followed by singing the national anthem, Indonesia Raya, and several welcome speeches from the head of Sindang Sari Village, a

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representative from the university, and the head of the LPPM. The workshop was carried out using lecture and direct discussion methods. Examples of successful entrepreneurial activities were provided as educational material. Participants were able to ask questions directly to the speakers, fostering an interactive discussion during the workshop. This workshop aimed at cultivating an entrepreneurial spirit that can inspire and shape the entrepreneurial mindset and spirit among the youth by utilizing their potential and abilities.

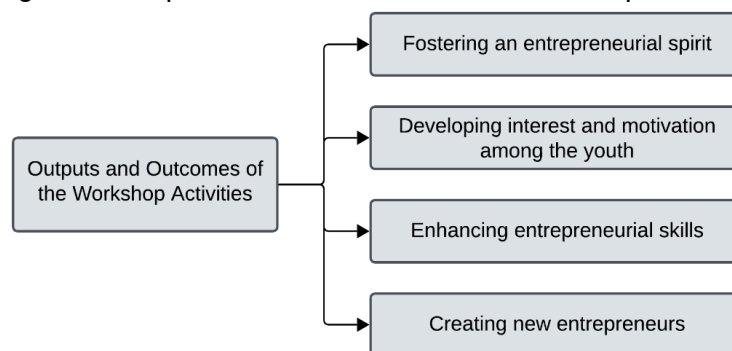
Table 1. Workshop Speakers

No	Speakers	Topics
1	Head of Sindang Jaya Village	Welcome speech, opening remarks, and the importance of the workshop
2	Vice Rector 1 of Universitas Insan Pembangunan Head of LPPM	Welcome speech representing the university Objectives of the entrepreneurship workshop
3	Main Speaker	Fostering entrepreneurship among the youth

Result

This workshop is a continuation of the Community Service Program (PKM) involving lecturers and students in the Bonsai Thematic Village, which was conducted previously. It started with an initial visit, socializing, and mapping the potential of local wisdom in the Bonsai Thematic Village (Gosestjahjanti et al., 2023). Activities included the opening of a reading garden for children, a painting competition for children with the theme of environmental love, and the final activity was a workshop aimed at fostering an entrepreneurial spirit among the youth. The outputs and outcomes of this workshop can be seen in Figure 2.

Figure 2. Outputs and Outcomes of the Workshop Activities



The workshop began with a welcome speech that opened the event, emphasizing the importance of an entrepreneurial spirit for the youth, as they represent the hope for the economic advancement of the Bonsai Thematic Village. Young people must be diligent and resourceful for the progress of their village and should be able to improve the economy through the utilization of local resources. The head of Sindang Sari Village hopes that the Karang Taruna will help promote positive values and an entrepreneurial spirit according to their respective talents. As the economy begins to recover from the impacts of the Covid-19 pandemic, it is essential to fill this period with positive activities, and the youth should be at the forefront of advancing the Bonsai Thematic Village.

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Figure 3. Documentation of the Workshop Activities



The second speaker, a representative from Universitas Insan Pembangunan Indonesia, conveyed several points related to the PKM activities, stating that the PKM activities in the Bonsai Thematic Village will continue in the future with different themes, even though this workshop is the final PKM activity for the thematic village in 2022. Universitas Insan Pembangunan Indonesia offers scholarships for 10 to 20 orphans who wish to study for free until graduation. Education is essential and should be accessible to everyone, including those who are economically disadvantaged. Additionally, the second speaker highlighted the importance of economic recovery through new entrepreneurship led by the youth (Suharyanto, 2011). The presence of social media and advanced technology can be leveraged by those looking to start businesses. Promotion and sales can be conducted through social media platforms such as Instagram, WhatsApp, Facebook, and currently, TikTok is gaining popularity (Rusdi, 2019).

Figure 4. Documentation of the Workshop Activities



The third speaker discussed the objectives of entrepreneurship, including developing the potential of the local wisdom in the Bonsai Thematic Village, uncovering talents, fostering resilience in facing challenges and modern developments, encouraging perseverance and competitiveness, as well as creativity and innovation. Entrepreneurship is not a quick process but requires perseverance and an unwavering spirit (Surenggono et al., 2021).

The fourth speaker, or the main speaker, explained business strategies for beginners, including tips and tricks for entrepreneurship. The speaker also discussed various business types that currently offer great opportunities and promise with small capital, including food delivery services and the culinary business itself (Ardianti et al., 2020).

Entrepreneurship does not necessarily require large capital; there are many service-based businesses that can be pursued and are highly profitable. The speaker provided a detailed, step-by-step explanation on how to start a business from scratch for beginners (Rusdi, 2019). Following this explanation, several participants asked questions directly and shared their own experiences. Some participants mentioned that they had tried

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starting a business but failed, either at the beginning, midway through, or even after experiencing some success. Some had even reached the stage of registering their business identification numbers (Asnaini et al., 2022). Those interested in the culinary business were also advised to prepare halal products, given that Tangerang is well-known as a city with a strong Islamic community (Hartati et al., 2022).

This workshop is expected to change the mindset of the youth in Karang Taruna, encouraging them to start a business based on their skills and hobbies. The final hope is that new entrepreneurs will emerge who can manage existing resources and turn them into productive and profitable ventures. As a final step in the activity, a Q&A session and sharing took place between the speakers and participants (Kartika, 2022). The result of this workshop has the potential to change the mindset of at least 30–40% of the Bonsai Thematic Village's youth in Karang Taruna to develop an entrepreneurial spirit, with some eventually pursuing entrepreneurship full-time.

Discussion

The "Workshop on Fostering an Entrepreneurial Spirit Among Young Generations" in the Bonsai Thematic Village, Tangerang, aimed to empower local youth by encouraging entrepreneurship. The workshop emphasized the importance of entrepreneurship for economic progress, particularly in the post-pandemic era. It provided practical business strategies, including how to start small-scale service businesses with minimal capital, and highlighted the role of digital marketing through platforms like Instagram and TikTok. The event also stressed perseverance, creativity, and local resource utilization as key elements for success, while acknowledging the challenges young entrepreneurs face, such as market uncertainties and financial struggles.

In addition to motivational talks, the workshop included discussions on the long-term potential of entrepreneurship in the village. With hopes of transforming 30–40% of participants into aspiring entrepreneurs, the initiative sought to create sustainable businesses that could contribute to the village's economy. The offer of scholarships for underprivileged students by Universitas Insan Pembangunan Indonesia also reinforced the importance of education in fostering entrepreneurial success. Overall, the workshop aimed to inspire the youth to leverage their skills and local resources to create new business opportunities and drive the village's economic growth.

Conclusion

This community service project has fostered, developed interest, talents, motivation, and courage to start a business for the youth of Karang Taruna, both independently and in groups. There are significant opportunities for entrepreneurship in Tangerang Regency, which is densely populated and where most people work in factories, leaving home early in the morning and returning late at night. Service and trade businesses offer the best solution for starting a business. Services like package delivery, house cleaning, tutoring for children, and trade ventures hold promising potential. This workshop will continue in the future with different activities but with the same goal of enhancing knowledge, motivation, and nurturing the entrepreneurial spirit among the youth of the Bonsai thematic village's Karang Taruna.

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carried out by lecturers and students. Thanks also to the Head of Sindang Sari Village for providing the venue and other facilities, allowing the workshop to run smoothly. The Chairperson of LPPM, as the driver of the 16 thematic village PKM activities, and the lecturers and students involved in this project, demonstrated extraordinary dedication and enthusiasm, ensuring the success of this initiative.

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