

From Ideas to Action: Empowering Youth as Future Business Leaders in Entrepreneurship

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ABSTRACT

One form of the tridharma of higher education is carrying out Community Service (PKM). The UPH Surabaya campus Management study program conducts PKM in the form of an entrepreneurship workshop. This workshop, which is applied in community service, aims to increase the confidence of class X students to try new things and become entrepreneurs from an early age. This activity is designed to provide an in-depth understanding of the principles of becoming a true entrepreneur as well as training practical skills that can be directly applied in entrepreneurial activities. Through a participatory approach, participants are expected to be able to produce simple products with limited resources, and even promote the results of their business in an interesting way. The expected result is an increase in the capacity of participants who can then become young entrepreneurs who participate in efforts to boost the Indonesian economy in the future.

Keywords - Workshop, Entrepreneurship, Young Generation

INTRODUCTION

The process of adding value to a good or service and activities carried out with the aim of producing good added value for the environment is the main concept of entrepreneurship (Jones et al., 2020). This means that entrepreneurship is the process of creating, developing, and managing goods and or services to generate added value, both economically and socially. In today's era of globalization, entrepreneurship is one of the key elements in boosting national economic development (Al Hakim & Indrawati, 2021). Studies show that the entrepreneurial efforts carried out in recent years by young people have succeeded in increasing development and economic competition (Wulandari, 2017). The role of an entrepreneur is very important in creating jobs, introducing innovation, and even encouraging Indonesia's economic growth.

For high school students, entrepreneurship can be the first step to train creativity, independence, and the ability to face challenges. More than that, students can develop and cultivate a sense of responsibility and never give up from an early age like an entrepreneur who starts his business from the bottom (Al Hakim & Indrawati, 2021). Formal education taught in schools often focuses only on the academic aspect, while the development of practical skills such as entrepreneurship is still less of a concern. As a result, many students lack the confidence to take risks, try something new, or even start a venture from the simplest.

This workshop is here to answer these challenges. With a practical and relevant approach, 94 students of SMA Santo Carolus class X will be invited to understand the concept of entrepreneurship, recognize business opportunities around them, and practice the steps of starting a small business. This workshop also aims to provide insight into how marketing can be done in a simple but effective way, such as utilizing social media or reaching out to the community around them.

The potential possessed by high school students to become young entrepreneurs is very large. It is undeniable that they have fresh ideas, an energetic nature, as well as an openness to technological developments. However, to realize this potential, the right guidance and support are needed. As such, the workshop is designed to be a pick-up as well as a motivator, which not only gives students the

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entrepreneurial basics they need to start their journey as young entrepreneurs, but also ignites their enthusiasm to start something new or simple that will later yield.

By starting with small steps, such as selling a simple product or providing services that peers need, students can learn about how to manage a venture, face challenges, and develop their creativity. Through this experience, they not only gain practical skills, but also build confidence and a proactive attitude that is indispensable in their future lives.

The main purpose of this workshop is to inspire students to dare to dream big, starting from small, simple, or limited things. With the presence of this workshop that provides them with the right tools and knowledge, it is hoped that they can become agents of change in their communities in the future. In addition, with an interactive and fun approach, this workshop is expected to make students more enthusiastic about exploring the world of entrepreneurship.

In the end, entrepreneurial success is not only measured by financial benefits alone, but also by the positive impact it produces on the surrounding community. Therefore, this workshop not only aims to train students to start a business, but also instill responsible and ethical entrepreneurial values. It is hoped that together we can build a generation of young entrepreneurs who are innovative, creative, and have a vision for a better future for Indonesia.

LITERATURE REVIEW

Workshop

According to Basri et al., (2021) workshop activities are one of the professional improvements, which can further improve the quality of education. Workshops are believed to improve the abilities and even skills of the participants (Kusumaningrum et al., 2024). Through workshop activities, students will be guided and honed in their ability to develop their competencies. The workshop will equip students to learn how to be a good entrepreneur, starting from looking at the market situation, planning what products to sell, making product prototypes, and even marketing them to consumers through presentations and posters made with groups.

Entrepreneurship

Entrepreneurship is a prominent subject in business management study. In addition to that, entrepreneurship has an influence on other disciplines including science, engineering, and the arts (Kirzner, 2008; Ratten, 2023). As stated by Fu et al., (2019), “entrepreneurship and its derivatives have influenced all industries and levels of society, because they deal with innovation, competitiveness, productivity, wealth generation, and job creation.” Along with that, Jones et al., (2020) also agree if entrepreneurship is typically seen as generating value that benefits society. All in all, by learning entrepreneurship, learners may have mutual things from broaden insights as well as adding value for society.

Being an entrepreneur is not easy as people think. Based on their contacts in the industry, an entrepreneur may be able to choose the ideal way to launch their business concept (Ratten, 2020). Therefore, the process of entrepreneurship has a personal and unique component which differ with others. In the other side, entrepreneurs may share traits like determination and resilience that help them succeed in the market (Ratten, 2021). Additionally, entrepreneurs can benefit from being proactive and having a need to do something (Ratten and Jones, 2021). Entrepreneurship requires perseverance, commitment, and dedication. When others would give up, they need to be resolute and persistent (Burns, 2022).

METHODOLOGY

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The method of implementing the entrepreneurship workshop entitled “Youngpreneurs: Start from Now!” includes a combination of theory and practice. The activity began with the presentation of basic materials on entrepreneurship interactively using multimedia, followed by discussion sessions and activities. Participants or students of class X will be involved in creating interesting prototypes and posters that can manifest what they have been taught and learned - guided by an experienced mentor. Group discussions and question and answer sessions were also held to deepen participants' understanding and provide solutions to the challenges they faced. This method is designed to make learning fun, applicative, and relevant to the needs of high school students.

The entrepreneurship workshop with the title “Youngpreneurs: Start from Now!” is designed to develop interest in entering the entrepreneurial market for students of SMA Santo Carolus class X. Some of the solutions that are expected to be achieved through this activity are as follows:

1) Introduction to the Concept of Entrepreneurship from an Early Age This workshop aims to introduce high school students to the basic concepts of entrepreneurship in a fun and applicable way. This understanding includes the definition of entrepreneurship, its benefits, and its impact on individuals and society.

2) Creative Idea Development Students will be trained to identify simple business opportunities that fit the resources they have. An example of this activity is that students will be asked to make a prototype of the food they will sell, along with a promotional poster.

3) Mini Business Simulation This program includes a business simulation session where students work together to design, market, and sell products/services in a safe and controlled scenario.

4) Creative Marketing Learning Participants will be taught practical marketing strategies that are in accordance with the digital era, such as using social media, storytelling for branding, and direct promotion.

5) Gamification Approach and Competition Business idea competitions with awards will be held to motivate students to be more active and enthusiastic. Through the achievement of the solutions above, it is hoped that this workshop can be a significant first step in building a young generation that is not only educated in the field of entrepreneurship, but also able to take an active role in becoming young entrepreneurs for a better future of Indonesia.

TABLE 1

PKM IMPLEMENTATION SCHEDULE

NO	ACTIVITIES	Desember				January				February	
		1	2	3	4	5	6	7	8	9	10
1	Material Preparation										
2	Proposal Preparation										
3	Implementation of Activities										
4	Report Generation										

TABLE 2

IMPLEMENTATION OF PKM ACTIVITIES

Monday, January 20th 2025	
Time	Activities
08:15-08:45	Marketing
08:45-09:15	Entrepreneurship Workshop (Theory) + For groups
09:15-09:40	Break

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09:40-10:40	Discussion, Entrepreneurship Workshop (Practice)
10:40-11:40	Presentation of each group
11:40-12:00	Closing

RESULT

A series of entrepreneurship workshops with the theme “Youngpreneurs: Start from now!” was held on Monday, January 20, 2025 at SMA Santo Carolus Surabaya starting with the presentation of One UPH by the Marketing team starting at 08:15 08:45 WIB. After that, the activity continued with a brief introduction to entrepreneurship in the form of a presentation packaged in the form of an interactive discussion (two-way communication) with class X students. After the session is over, the students are allowed to take their 30-minute break.



Fig. 1. Ms. Tania is delivering material

Right at 09:45, the group's activity began, where in front of them there were tools and materials that could be used as creatively as possible to produce two main works, namely: A. Posters, as promotional media, and B. Prototypes of Food and/or Drinks that they would sell. The students were given a duration of 65 minutes to discuss while producing the two works above which they will later present to the teachers and also their classmates. Furthermore, this session continued with a presentation for each group involving representatives of each group (usually 3-4 people). When these representatives came forward to present their work that could be sold and sold on the market, they were given 5 minutes per group. The results of each group are very satisfactory, both in terms of posters, prototypes, and presentations that are carried out very much reflecting the hard work of every existing student. The support from the teachers who attended also provided considerable added value to this event, because it helped encourage children to be more confident when making presentations and also doing the best possible tasks given.

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Fig. 2. Students are making posters and food/drink prototypes to promote.

The activity was closed with a discussion with the teams and teachers for the winners in this Entrepreneurship Workshop and closed with an announcement and photo with the main winner, as well as the handover of gifts.



Fig. 3. The winner of the entrepreneurship competition.

CONCLUSION

The achievement of the results set for this Community Service activity are:

1. Increasing entrepreneurial insight and knowledge for the younger generation, especially class X students, to have a creative and innovative entrepreneurial mindset from an early age. In addition, it provides motivation, inspiration, and practical examples of entrepreneurship that can be applied in real terms.
2. Facilitate students on entrepreneurial skills that include basic ideas, poster making, prototypes, and even short presentations.

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Although this PKM activity went quite smoothly; However, there are still some notes in the overall implementation of the event. From the evaluation provided by the PKM team, the following suggestions and inputs can be used as a guide to further improve the next Workshop activities, including:

- a) Provide additional time reserves for participants. This is because when they work on posters and prototypes, they not only rely on personal skills, but are accompanied by group discussions which usually take quite a long time.
- b) Learning from experience, there was one student who was quite unique, where before he was very shy and difficult to speak in public even to the point of trembling. Thanks to the help of her teacher as well as the support of her friends, she was able to speak in front of the class. If we experience such conditions, the thing we need to do is not panic. Approach his disciple and help him slowly, while trying to make him comfortable and not afraid of us as a new person. Similarly, in terms of time, we can also give more opportunities for cases like this. It is a good thing if we not only attach importance to our main goal in doing this workshop accompanied by the achievement of a good time, but it would be more noble if in it we can also bring benefits to others.

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