

TEACHING ECONOMIC VALUES TO CHILDREN IN THE VILLAGE: INDEPENDENT KKN PROGRAM IN BUILDING ENTREPRENEURIAL CHARACTER FROM AN EARLY AGE IN GONGSOL VILLAGE

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Abstract:

General Background: Entrepreneurship education for children is essential to foster economic understanding and business skills from an early age, particularly in rural areas where job opportunities are limited. **Specific Background:** In Gongsol Village, there is a lack of awareness among children regarding economic values and the potential of entrepreneurship as a sustainable career path. **Knowledge Gap:** Although entrepreneurship education for adults is common, programs tailored for children in rural areas remain scarce. **Aims:** This community service project aimed to introduce entrepreneurship concepts and develop entrepreneurial character in children, fostering motivation and practical skills for starting small businesses. **Results:** The program, which included educational sessions, practical demonstrations, and video documentation on creating simple products (e.g., stuffed tofu), significantly increased children's motivation to start a business, as evidenced by high participation rates and positive feedback on entrepreneurial knowledge and skills. **Novelty:** This initiative is among the first to provide structured entrepreneurship education specifically designed for young children in rural settings, combining theoretical and practical approaches. **Implications:** The program demonstrates that early entrepreneurial education can significantly enhance children's economic literacy and entrepreneurial mindset, potentially leading to greater entrepreneurial engagement in the future. Further research is needed to assess the long-term impact of such programs on children's business development and economic empowerment.

Keywords: *Entrepreneurship training on simple products in the form of tofu meatballs.*

INTRODUCTION

Indonesia is one of the countries that has a very large population, so it is rich in human resources. Every human being, of course, needs a job to meet all the needs in his life and has the right and freedom to choose what type of work suits a number of skills he has. However, until this second, unemployment is still a problem in Indonesia. [1]

The Central Statistics Agency (BPS) issued a report on the level of open unemployment in a number of provinces in Indonesia. Based on this data, North Sumatra is ranked ninth out of 34 provinces in Indonesia. Essentially, unemployment involves an imbalance between the frequency of available jobs and population growth. Other factors that result in unemployment include the mismatch between wages offered, the expectations of workers' companies, and economic growth that is much slower than with labor force growth, as well as competition in global markets. Many companies, especially foreign companies in Indonesia, prefer workers from other countries who are considered to have better qualifications than local workers. [2]

The high unemployment rate in Indonesia today is one of the problems that must be solved by finding a solution. This situation is caused by the mindset embodied by those who are still oriented towards the goal of becoming employees when they finish their education. The efforts made as a breakthrough by instilling economic values in entrepreneurship for many people, especially among the younger generation or educated people, will give rise to the spirit of creativity to do business or entrepreneurship on their own and not depend on job search which is getting narrower and more difficult day by day. [3]

Thus, efforts are needed to form entrepreneurs through education related to entrepreneurship. Efforts to give birth to an entrepreneur require sufficient preparation and time. An entrepreneur is not born without a process. The process of instilling instilling indigo-values or entrepreneurial character is very good if done early. [4]

Entrepreneurship is an activity of creating a business or starting a business. Entrepreneurship is said to be very important to increase economic growth in general. One of the most appropriate efforts to overcome the current unemployment problem is entrepreneurship. The strategic step needed now is how to produce the younger generation to become reliable entrepreneurs and dare to try from scratch. [5] [6]

In providing education related to entrepreneurship, it does not only focus on buying and selling and profits but also related to the character of an entrepreneur's soul which is very important to be instilled from a young age, because Indonesia needs high-quality human resources who are able to compete in realizing the nation's ideals and making themselves better. Selling is not something to be ashamed of, but a learning resource for children to learn through their experiences, so create good experiences that can be beneficial in the future. [7]

Entrepreneurship for children cannot be carried out alone, but still needs guidance and support from adults. In these conditions, activities were carried out in the form of assistance to start a simple business in the form of tofu meatballs carried out by children in Gongsol Village. The success of entrepreneurship as a driver of a person's desire to become a entrepreneur, because the perception of success as a profitable outcome or hoping to end up through the achievement of the goals of their efforts. This means that if a person achieves the desired business goals through achievements, he will be considered successful. This shows that

entrepreneurship is able to boost the economy of the sector community and support economic growth in Indonesia. [8] [9]

If children are used to the world of entrepreneurship from an early age, then this character will appear in the child if the child has become an adult entrepreneur. To be a reliable entrepreneur, superior character is needed which includes self-introduction, creativity, ability to think critically, able to solve problems, able to turn risks into opportunities to improve business, able to carry themselves in various environments, appreciate time, able to share with others, able to overcome stress, able to control emotions and able to make decisions. [10]

RESEARCH METHODS

The implementation of this community service program was carried out offline together with the children of Gongsol Village. This activity began with observation, namely finding various problems, namely children do not understand economic values for their daily lives and building entrepreneurship is very necessary in today's time seeing a little open employment. The methods used in this community service activity are as follows:

1. Making socialization in the form of education about simple economic values in daily life.
2. Providing an understanding of the concept of entrepreneurship and building entrepreneurial character from an early age.
3. Making a short video documentation in making a simple product in the form of tofu meatballs for assistance in starting a business.

RESULTS AND DISCUSSION

Community service program with the theme "Teaching economic values to children in the village: Independent KKN program in building entrepreneurial character from an early age in Gongsol Village". The stages of Community Service Activities (PKM) carried out are as follows:

1. Socialization: The program socialization stage was carried out at the GM Panggabean KKN Post. The socialization was carried out offline which was attended by several children of Gongsol Village in the implementation of afternoon lessons. Socialization was carried out by providing simple education in the form of economic values in daily life and building entrepreneurial character from an early age in a simple manner with children in Gongsol Village. like:
 - a. Savings: Keeping expenses from exceeding income. Providing education on saving for future needs and ensuring that basic needs are met first.
 - b. Choices and Priorities: Educate children about choices and priorities for children. Simply put, choice is about deciding what we are going to do with limited resources, and prioritization is about putting things that are more important than anything else.
 - c. Creating economic opportunities through innovation and venture, where a person takes risks to gain economic benefits.

Furthermore, in educating and building entrepreneurial character, it is an important step to prepare someone to become a tough, ethical, and successful entrepreneur. Strong character helps entrepreneurs face challenges and make wise decisions in growing their business. Here are ways to educate someone in building entrepreneurial character:

- a. Cultivating an Entrepreneurial Mentality: Focusing on the mindset needed to be entrepreneurial, often called a growth mindset.
 1. Risk-taking: educate that failure is part of the journey, and risk is an integral part of entrepreneurship.
 2. Ability to learn from failure: educate that every failure is a valuable lesson, not the end of the journey.
 3. Optimism: educating to see challenges as opportunities, not obstacles. Successful entrepreneurs tend to think positively and look for opportunities in every situation, even when facing failure.
- b. Practice Risk and Financial Management:
 - 1) Managing Risk: Entrepreneurs must be able to assess risks and make measurable decisions. Providing education to dare to take calculated risks, by considering what can be gained and what can be lost.
 - 2) Financial Management: provides education in the form of the importance of good financial management in the business that is being carried out.



Figure 1. Socialization educates economic values in building entrepreneurial character from an early age

2. Mentoring: After socialization, it was followed by mentoring activities where this activity made a simple product in the form of tofu with meatballs as an example of a product starting a business. This mentoring activity is carried out so that children in Gongsol Village who want to start a business do not have to sell luxury products. Changing children's mindset that entrepreneurship can be used as life capital in the future if there are not many jobs available and helping to open up jobs for someone who does not have a job or is forced to be dismissed by the company.

Forming an entrepreneurial character with children in Gongsol Village by using the slogan "it doesn't matter if the business is small as long as I am the boss", it makes them change their perception of their life plan to not depend on the company that only makes them factory workers but they can become a boss or owner in their business.



Figure 2. Assistance in making simple business products in the form of tofu meatballs

Table 1. Initial and final circumstances expected of children in Gongsol Village

NO	Initial Condition	Final Condition
1.	Children have aspirations to work as factory workers only after completing their education and are afraid to start their business because they assume that starting a business must be with a large amount of capital.	Children who have participated in the socialization have developed a mindset, namely that they will try to work as best as possible to build their business with minimal capital, make the best use of opportunities to expand their business or business in the future and have a strong determination to become owners not workers forever.
2.	Children think that when running a business or business will always be the same and do not experience changes or risks.	After the children participate in business mentoring, they think that the raw materials for making business products can increase at any time and they are ready to anticipate that and also that any business or business will experience risks where the risk is used as a challenge and an opportunity to improve their business or business in the future.

CONCLUSIONS

Fundamental Finding: The community service program in Gongsol Village successfully increased entrepreneurial knowledge and motivation among children, fostering their interest in starting small businesses. Participants demonstrated a heightened understanding of economic values and entrepreneurial skills, as indicated by their enthusiastic participation and feedback. **Implication:** This initiative highlights the potential for entrepreneurship education to be an effective tool for shaping young minds in rural communities, encouraging early business engagement and economic empowerment. It suggests that such programs can inspire future entrepreneurial

ventures among youth, contributing to local economic growth. **Limitation:** However, the short-term nature of the program limits the ability to assess the long-term impact of entrepreneurial education on the children's actual business endeavors and sustainability of motivation. **Further Research:** Future studies should focus on evaluating the long-term outcomes of entrepreneurship education, including follow-up assessments of participants' progress in entrepreneurial activities, and explore scalable models for implementing similar programs in other rural areas.

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