



THE EFFECT OF BASIC ENTREPRENEURIAL TRAINING ON INCREASING KNOWLEDGE AND INTEREST IN ENTREPRENEURSHIP IN POSYANDU CADRES

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ABSTRACT

One of the efforts made by the current government in increasing development is through entrepreneurship. Social entrepreneurship as one of the branches takes an important role in realizing these economic development efforts. Social entrepreneurship that is oriented towards social life will have more impact if it is driven by the community, in this case posyandu cadres. Therefore, it is necessary to increase knowledge of entrepreneurial interest in Posyandu cadres through training. This research uses a quasi-experimental approach with the research essay used is "One Groups Pretest-Posttest Design. The sample is a cadre appointed to participate in the training of 20 Posyandu cadres. Data analysis using the Wilcoxon test. The results of this study show that there are significant differences in knowledge variables before and after Posyandu cadres attend training ($p = 0.000$). There are significant differences in the variables of interest in entrepreneurship before and after posyandu cadres attend training ($p = 0.000$). After attending this training, cadres should be accompanied intensively to maintain the enthusiasm and consistency of cadres in running a business in the future. Posyandu cadres must also be retrained to improve their technical skills in running a joint business.

KeyWords

Training, Entrepreneurship, Interest, Knowledge

Introduction

The progress of a nation can be seen from the quality of its development. One of the measures of development that is an indicator of the success of development is the economic development of the community. Such development must ensure the sustainability of human life and social harmony. Therefore, development programs must be directed to create equity and reduce impoverishment through national development commitments, and implemented through the concept of development in favor of vulnerable communities (Wardana, 2016). The community must also play a role in making this happen. The role of development can be through many ways, especially in economic development are Micro, Small, and Medium Enterprises (et al., 2019)).

The effort that the government is currently building is to increase the spirit of entrepreneurship. (Khamimah, 2021) that countries that have high entrepreneurial activities can show an increase in economic performance based on labor productivity. Likewise with the opinion (Marlinah, 2019) that to increase economic growth can be done in various ways, one of which is to wake up the nation's generation with creative works, creative and innovative ideas to become Digitalpreneurs and Creativepreneurs or entrepreneurs

In the midst of the dynamic development of the world, one of the options that can be developed is to build a social enterprise. According to (Cakranegara et al., 2020) Social entrepreneurship can create new business models in the midst of the Covid-19 pandemic. Meanwhile, according to (Firdaus, 2014) Efforts to solve social problems using an entrepreneurial approach are spectacular breakthroughs and are proven in various social entrepreneurship practices in the world. Social entrepreneurship involves a social component in the community that is an alternative that is in accordance with the characteristics of the Indonesian nation

In Indonesia, when it comes to community empowerment, Posyandu cadres are an important component that has existed for a long time in Indonesia. Many programs make cadres as active actors in achievement, so that it can be concluded that Posyandu cadres are part of a society that has been formed and forged in every activity at the bottom of society (Gunawan et al., 2021). Therefore, strengthening Posyandu cadres as a base of empowerment in the community is important in realizing social entrepreneurship efforts. According to (Gunawan & Sutandra, 2020) that active and entrepreneurial Posyandu cadres help the economic life of cadres, then cadres can also help set aside their profits to just help the operationalization of Posyandu.

Entrepreneurship in Posyandu cadres is a new thing for cadres, because in fact since the establishment of Posyandu in Indonesia, cadres are known as part of health, so there is almost no concept of entrepreneurship found in Posyandu cadres. Therefore, it can be understood that the knowledge and interest of cadres in entrepreneurship will definitely be in line with their activities in Posyandu, so to realize the concept of entrepreneurship in Posyandu cadres, efforts need to be made so that cadres can be exposed to the basic concepts of entrepreneurship.

One of the efforts is through training, the results of research (Purnomo, 2017) prove that intervention with training methods can increase the knowledge and motivation of entrepreneurship of trainees who are deaf. Respondents felt that they really needed this in their daily lives. (Tsuraya et al., 2021) also proved that after the participants attended the training, they seemed to have an interest in starting a business as evidenced by the ability to produce realizable business ideas.

Therefore, in-depth analysis is needed to ensure that training can increase knowledge and interest in entrepreneurship in Posyandu cadres. So that through this research it will facilitate efforts to realize social entrepreneurship built through the role of Posyandu cadres.

Literature Review

Entrepreneurial Interests

Interest in entrepreneurship is a sense of interest in becoming an entrepreneur who is willing to work hard and diligently to achieve the progress of his business. The interest in entrepreneurship does not grow from birth, but grows and develops according to the factors that influence it. According to Achmad Syaifudin, entrepreneurial interest is part of the feeling of liking and interest in business activities that require courage in taking risks to make a profit.

According to Hurlock (2002), the aspects of entrepreneurial interest are the following: a. Cognitive aspects. Based on the concepts developed by students regarding fields related to interests. b. Affective aspects. The emotional weight of the concepts that establish the cognitive aspects of interest is expressed in the entrepreneurial interest in the activities generated by the interest. Interest is a psychological aspect that is influenced by affective experiences derived from the interest itself.

There are several factors that can influence mahasiswa's interest in entrepreneurship according to Djaali (2008), namely:

a. Willpower. Willpower is an activity that causes a person to be able to perform actions in achieving certain goals. With someone's willingness to try entrepreneurship is a good thing. b. Interest. Attraction is a feeling of pleasure, being hooked, taking an interest in something. When there is interest from someone, there is a fighting power to achieve what they want to achieve. c. Family Environment. With regard to the family environment, then

The role of the family is very important in fostering the interest of the child. Parents are the first educators and as the fulcrum in the guidance of primary affection. So it is the parents who exert a lot of influence and personality color on a child. d. School Environment. Education at school is the responsibility of the teacher. So basically what affects the development of students.

Method

This research uses a quasi-experimental approach, where Posyandu cadres will be given special interventions in the form of training, then the level of knowledge and interest in entrepreneurship will be measured before and after the implementation of the training. The research design used is "One Groups Pretest-Posttest Design", which is a research design that contains a pretest before being treated and a posttest after being treated.

The population of this study is all Posyandu cadres who are being accompanied in the matching fund program of the Helvetia Health Institute in 2022. The sample is a cadre appointed to participate in the training of 20 Posyandu cadres. The data collection

method is carried out using questionnaires given before and after the training. Training will be conducted for 2 days.

Data analysis using the Wilcoxon test. This test is used to measure the difference in the data of paired samples before and after. In this context is data on the knowledge and interests of Posyandu cadres before and after training.

Results and Discussion

Research Results

Knowledge Variables

Based on the data, it is known that there were 20 participants, therefore the data analysis used used non-parametric statistics. Data analysis using the Wilcoxon test. The Wilcoxon Signed Rank Test is an alternative test to the paired t test or **t paired** if it does not meet the assumption of normality. The following are the results of a descriptive analysis and Wilcoxon test of data on knowledge and interest in entrepreneurship before and after training,

Table 1. Descriptive Analysis Results

Variable	Average	Std. Deviation
Knowledge Before Training	12,3	1,658
Knowledge After Training	14,45	1,317
Interest of Entrepreneurship Before Training	23,05	4,006
Interest of Entrepreneurship After Training	28,65	3,265

The table above shows the Mean, standard deviation, minimum and maximum values of each data group (pretest and posttest). The mean or average posttest value of knowledge is 14.45 which indicates a value greater than the pretest value of 12.3. Meanwhile, the post test of entrepreneurial interest of 28.65 shows that the posttest result is greater than the pretest on entrepreneurial interest of 23.05.

Then, based on the data above, an analysis was then carried out before and after treatment both on the aspect of knowledge and on the aspect of student entrepreneurial interest. In detail can be seen in the table below,

Table 2. Wilcoxon Test Results

Criterion	Differences in Knowledge	Differences in Entrepreneurial Interests
With	-3,652 ^b	-3,924 ^b
Asymp. Sig. (2-tailed)	.001	.000

a. Wilcoxon Signed Ranks Test

b. Based on negative ranks.

Based on the results of the Wilcoxon Signed Rank Test calculation, the Z value of knowledge obtained from the analysis results is -3.652 with a p value of 0.000 where at the critical limit of 0.05 a hypothesis decision can be made that there is a meaningful difference in knowledge between the pretest and posttest groups. This means that there is an influence of training on the knowledge of participants.

While the Z value for the aspect of entrepreneurial interest obtained was -3.924 with a value of 0.000 where at the critical limit of 0.05 it can be concluded that there is a significant difference in entrepreneurial interest between the pretest and posttest groups, meaning that there is an influence of training on the participants' entrepreneurial interests.

Based on data analysis, it is known that the biggest change from participants after getting training is the aspect of entrepreneurial interest. This is in accordance with what is the purpose of the training that the majority of Posyandu cadres are expected to increase interest in entrepreneurship

Discussion

Analysis of Knowledge Differences Before and After Training

The results of the analysis showed that there was a significant difference between the value of knowledge before and after training. This proves that training can increase the knowledge of Posyandu cadres about entrepreneurship. This result is in line with the opinion (Sukaesih et al., 2022) which proves that participants experience an increase in knowledge, understanding, and sufficient skills in preparing business planning after attending the training.

According to (Marganingsih & Pelipa, 2018) said training is a process of providing knowledge and teaching the necessary skills, as well as attitudes so that they can carry out their responsibilities according to standards. The training provided is the most basic

training in business concepts. Cadres are still generally taught related to entrepreneurship and various other concepts such as marketing, calculation of cost of goods produced, determination of business models, to the use of production technology in reducing production costs.

Analysis of Differences in Entrepreneurial Interests Before and After Training

The results of the analysis show that there is a significant difference between the value of entrepreneurial interest and training. This proves that training can increase the interest in entrepreneurship of Posyandu cadres. This is in line with research conducted by (Wulandari et al., 2021) that courses, trainings and seminars each influence students' interest in entrepreneurship. Likewise with research (Laksono, 2022) that entrepreneurship training has a positive effect on entrepreneurial interest.

The research provided for 2 days is not only explaining, but also participatory which allows all parties to share experiences, so that the experiences of other participants, from the resource persons become a separate attraction that supports increasing interest in entrepreneurship in Posyandu cadres. In addition, based on the results, it is known that the biggest change in value in the aspect of interest is in the second indicator, namely cadres must be oriented towards entrepreneurial tasks agreed upon by other Posyandu Cadres. The participants who took part in this training were envoys from Posyandu who had previously been participated together and committed in groups to run a joint business, therefore the orientation towards this goal became the most decisive factor in increasing interest in entrepreneurship in Posyandu cadres.

Conclusion

The results of this study show that there are significant differences in the variables of knowledge and interest in entrepreneurship before and after posyandu cadres attend this training. This means that the training provided can increase the knowledge and interest of Posyandu cadres in entrepreneurship. The results show that interest in entrepreneurship is the variable that increases the most compared to knowledge.

After attending this training, cadres should be accompanied intensively to maintain the enthusiasm and consistency of cadres in running a business in the future. Posyandu cadres must also be retrained to improve their technical skills in running a joint business.

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