



Entrepreneurship Interest Training Through Innovation and Creativity for Generation Z at Sultan Agung Private High School

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Histori Artikel:

Dikirim 20 Desember 2023; *Diterima dalam bentuk revisi* 8 Januari 2024; *Diterima* 20 Januari 2024; *Diterbitkan* 31 Januari 2024. Semua hak dilindungi oleh Lembaga Penelitian dan Pengabdian Masyarakat (LPPM) STMIK Indonesia Banda Aceh.

Abstrak

Inovasi dan kreativitas di era digital ini sangat diperlukan dalam mengembangkan bisnis yang ingin digeluti agar tidak terjebak dalam aktivitas operasional sehari-hari dan mengejar target kinerja. Landasan pelaksanaan pengabdian yang bertemakan pelatihan minat berwirausaha melalui inovasi dan kreativitas bagi generasi Z di SMA Swasta Sultan Agung ini adalah untuk mendorong generasi Z khususnya di lingkungan SMA Swasta Sultan Agung agar meningkatkan pengetahuan terkait kewirausahaan dengan cara memanfaatkan kemampuan inovasi dan kreativitas dalam mengembangkan usaha. Metode yang digunakan dalam pelaksanaan kegiatan ini adalah melalui ceramah dan FGD (forum diskusi kelompok). Tahapan pelaksanaan acara ini antara lain membuka dan memperkenalkan inovasi dan kreativitas wirausaha, menjelaskan dasar-dasar menjadi wirausaha, menjelaskan beberapa permasalahan yang sering dihadapi wirausaha muda, kemudian dilanjutkan dengan diskusi terkait pengembangan usaha baru. Setelah kegiatan pengabdian selesai dilakukan wawancara lanjutan mengenai dampak pelaksanaan kegiatan pengabdian. Berdasarkan hasil wawancara diketahui bahwa pemahaman generasi Z khususnya siswa SMA Swasta Sultan Agung mengenai peningkatan pemahaman inovasi dan kreativitas mengalami peningkatan sebesar 95%.

Kata Kunci: Inovasi; Kreativitas; Generasi Z; Pengusaha.

Abstract

Innovation and creativity in this digital era are needed in developing the business you want to be involved in so that you are not trapped in daily operational activities and pursuing performance targets. The fundamentals of implementing this service with the theme of training interest in entrepreneurship through innovation and creativity for generation Z at Sultan Agung Private High School are to encourage generation Z, especially in the Sultan Agung Private High School environment, to increase knowledge related to entrepreneurship by utilizing innovation abilities and creativity in developing businesses. The method used in implementing this activity is through lectures and FGD (group discussion forum). The stages of implementing this event include opening and introducing entrepreneurial innovation and creativity, explaining the fundamentals of being an entrepreneur, explaining several problems often faced by young entrepreneurs, then continued with discussions related to new business development. After the service activities are completed, follow-up interviews are conducted regarding the impact of implementing the service activities. According to the interview results, it is known that the understanding of generation Z, especially students at Sultan Agung Private High School, regarding increasing understanding of innovation and creativity has increased by 95%.

Keywords: Innovation; Creativity; Generation Z; Entrepreneurs.

1. Introduction

Entrepreneurship is a term that is familiar and we often hear in everyday life. But in general, human perception is always the same to interpret this. The first time we hear this word, the first thing that comes to our mind is "business", "selling", or "trading". Of course this understanding is not wrong. However, if interpreted more broadly, entrepreneurship does not only discuss that. Entrepreneurship is derived from the word and business entrepreneurship. Hero means warrior, hero, superior human being, exemplary, virtuous, brave and of great character. Business is an act of charity, working and doing something. So an entrepreneur is a fighter or hero who does something. Added with the prefix "an", entrepreneurship can be said to be a trait, namely the trait of courage, the willingness to fight to do something with a purpose. An entrepreneur is a leader, which means he must have high self-confidence, be able to face all forms of risk, be flexible, have strong motivation to achieve a goal and be independent (Albra, *et al.*, 2019).

Entrepreneurship is widely recognized as the driving force behind economic development, which in itself is a prerequisite for political independence in the form of a self-sustaining economy (Butarbutar *et al.*, 2022). Entrepreneurship is increasingly recognized as an important factor for economic development. The role of entrepreneurs in development economics views entrepreneurial innovation as the main driver of what is called "creative destruction", which is about how new innovations make old solutions obsolete. Entrepreneurs influence economic development, as they reallocate resources to more productive uses, creating jobs and innovation, leading to new products and welfare services (Wennecke, Jacobsen and Ren, 2019); (Irwansyah *et al.*, 2021). After we understand the meaning and phenomenon of entrepreneurship, the stereotypical thinking that states entrepreneurship is just a selling activity has been refined into a broader meaning. Entrepreneurship is not only about business people. Entrepreneurship is actually a science that we can apply wherever and how. Whether we are traders, private employees, civil servants, lecturers, teachers, students, and anyone else whose core orientation is to achieve goals, we can use this knowledge as a guide. In the era of the Industrial Revolution 4.0, entrepreneurs were only oriented towards the type of product and quantity, but in the current digital era it is necessary to have more value so that it can be sold to market share (Kurniawan *et al.*, 2022). If previously entrepreneurs produced goods/services and then sold them, but now what the market needs is what the market needs, then produce them (Purnomo *et al.*, 2020); (Putri *et al.*, 2021).

Most people think that being an entrepreneur is a matter of talent and family environmental factors. If someone comes from a merchant family, then their children will also have talents as merchants. On the other hand, because you are not from an entrepreneurial family, when you run a business you will often experience failure due to your lack of experience. In fact, if we look at there are still many people who do not come from entrepreneurial families (business people) but are also successful in running their businesses (Fajrillah *et al.*, 2020) (Sinaga *et al.*, 2020). In the current digital era, or what is often referred to as the Revolution 4.0 era, we see changes in individual behavior patterns in meeting their needs. Certain changes will be something that business actors must have (Halim, Sherly, *et al.*, 2021). Entrepreneurship and business practice has shown that for the most part corporate entrepreneurship is not just an individual activity but encompasses the complexity of a dynamic system with the participation of many people, which will produce different differential effects on entrepreneurial strategic activities (Yang and Wang, 2014).

Innovation and creativity in this digital era are needed in developing the business you want to be involved in so that you are not trapped in daily operational activities and pursuing performance targets. This innovation and creativity can emerge from changes in the company system which are influenced by top management. If top management does not make changes that can make employees more creative, it will have a negative impact on the company which will affect the company's success (Hasan *et al.*, 2021). Apart from that, to survive in business, entrepreneurs must pay attention to businesses that people like, namely businesses that are more for less, meaning businesses that can provide more value to society with less investment. By paying attention to this, business people can be closer to the community and can market their products better again (Wahyudi, 2019) (Putri *et al.*, 2020).

In the current era of the Industrial Revolution 4.0, entrepreneurs are only oriented towards the type of product and quantity, but in the current digital era it is necessary to have more value so that it can be sold to the market share. If previously entrepreneurs produced goods/services and then sold them, but now what the market needs is what the market needs, then produce them (Irwansyah *et al.*, 2021) (Halim, Grace, *et al.*, 2021). Most people think that being an entrepreneur is a matter of talent and family environmental factors. If someone comes from a merchant family, then their children will also have talents as merchants. On the other hand, because you are not from an entrepreneurial family, when you run a business you will often experience failure due to your lack of experience. In fact, if we look at there are still many people who do not come from entrepreneurial families (business people) but are also successful in running their businesses. In the current digital era, or what is often referred to as the Revolution 4.0 era, we see changes in individual behavior patterns in meeting their needs (Fajrillah *et al.*, 2020).

Generation Z grew up with technology and social media, so they tend to be motivated by technology-related businesses, such as application development, e-commerce, and digital content. They also tend to look for businesses that offer creativity and innovation, such as art, design or music. Thus, motivation can be concluded as an urge that arises within a person either due to internal or external factors to achieve his goals. When related to entrepreneurship, entrepreneurial motivation can be interpreted as the urge that arises within a person, both due to internal and external factors, to work through innovation and creativity in order to improve their standard of living. Therefore, the urgency of carrying out entrepreneurial interest training activities through innovation and creativity for generation Z at Sultan Agung Private High School is to encourage generation Z, especially within Sultan Agung Private High School, to develop their talents, especially those related to the ability to create innovation and creativity and the ability to develop new business.

1.1 Activity Objectives

The aim of this service activity is to increase students' motivation to increase their ability to innovate and be creative from an early age. Increase students' understanding regarding their role in the decision-making process regarding selecting innovation and creativity in products. Providing the opportunity for generation Z to experience the business world directly. This can be applied in the school environment in the form of internships or entrepreneurial practices.

1.2 Benefits of Activities

There has been an increase in students' motivation to become entrepreneurs, with evidence that online entrepreneurial activities have increased by 85%. There is an increase in understanding of innovation and creativity, which is shown by an increase in knowledge on the fundamental aspects of using digital marketing by 90%. There has been an increase in entrepreneurial practices, with a demonstrated increase in knowledge and skills in opening new businesses by 90%.

2. Method

2.1 Form of activity & schedule, as well as place of activity

2.1.1 Activity Implementation Method

The implementing mechanism is a description of the activity plan which shows the solution steps for problems in both aspects, namely: At this stage the implementing team carries out a pre-survey, collects data and identifies problems that occur with partners, as well as conducting a Focus Group Discussion (FGD) with partners for the service implementation schedule. Apart from that, in this initial stage there will also be coordination with the implementation team and the preparation of correspondence required in the process of implementing service activities. The socialization stage for service implementation team partners will provide an understanding of the importance of making this service activity a success and its impact on partners' knowledge, especially regarding innovation and creativity. Next, the team carried out evaluation and monitoring in order to see what obstacles

and problems emerged in the field. Monitoring and Evaluation is carried out to determine the level of success of activities based on the targets that have been achieved. Then an evaluation is carried out if obstacles and problems arise and solutions are then found so that the activities continue as expected

2.1.2 Effective Time for Implementation of Activities

This service is carried out by conducting training for Sultan Agung High School students, direct observation, and analysis of related documents. This activity is carried out for 1 day with a structured and measurable timeline and activity plan.

2.1.3 Activity Place

The distance to the partner location, namely from the Sultan Agung College of Economics Campus, is on Jl. Surabaya No.19 with a range of 0.2 km or requires a travel time of around 5 minutes if the journey is taken using a four-wheeled vehicle and 3 minutes if traveled using a two-wheeled vehicle.

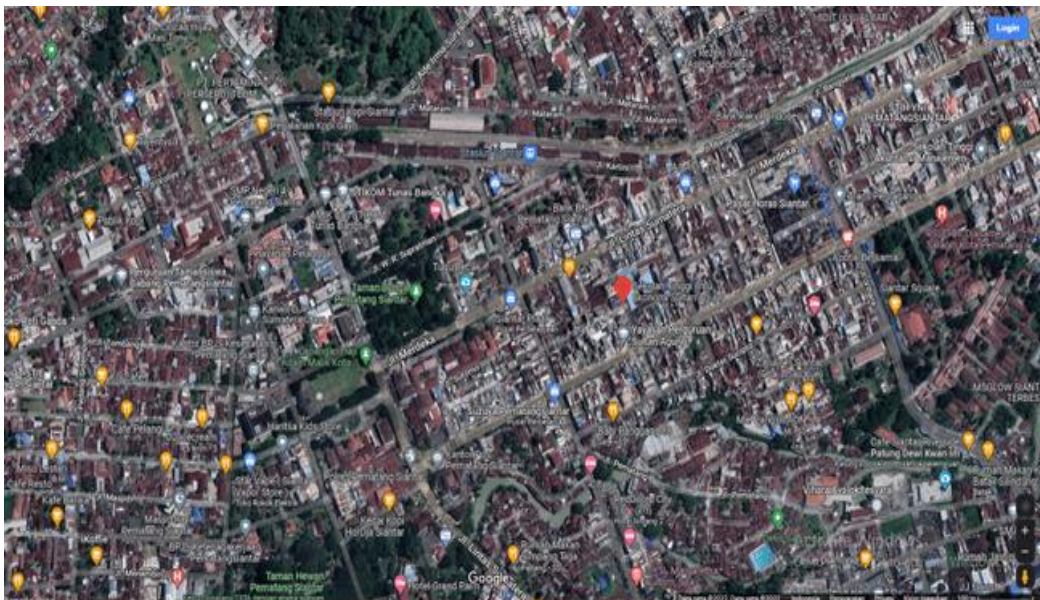


Figure 1. Location of Community Service Activities

3. Results and Discussion

3.1 Results of Service Implementation

Creativity is a very important strategic tool to gain competitive advantage (Gurteen (1998:6) this is not enough. This profession must be instilled and become leverage "Applying existing knowledge and developing new knowledge appropriately". In order to obtain output, such as products new, always being innovated. Thus, the ability to appreciate knowledge management and develop: "processes, organizational structures, applications and technologies that help knowledge workers dramatically leverage their creativity and ability to deliver business value". This means promoting a culture of innovation-creativity and knowledge, as well as managing knowledge assets. Beaver (2004) advises that managers should not only adopt an innovation-promoting leadership style, they should hire, develop, retain, reward and reward employees who work creatively and are liked by the organization, because they have the ability to influence innovation. of new products, services and processes. This involves developing new and expansive patterns of thinking, releasing creative aspirations and promoting a climate where employees can learn how to learn collectively (Senge, 1990), share knowledge and generate innovation for business output. Conclusion: In the 21st century,

creativity is a very crucial factor in gaining organizational benefits and maintaining competitive advantage. it is vital to generate new ideas, new products, services and processes, and it is vital to exploit new knowledge.

The results of the implementation carried out by the community service team were an increase in knowledge of innovation and creativity in entrepreneurship with a digital marketing approach. Digital marketing or what is commonly referred to as digital marketing is an effort to promote products/brands/services using digital platforms that make it easier for potential consumers to see and reach the products/brands/services being marketed without being bound by place or time. Digital marketing strategies are believed to be effective in increasing turnover and profits in developing new businesses, especially newly started businesses. Students are given a deep understanding of the importance of innovation and creativity in developing new businesses.

3.2 Target Society

The targets of this service activity are students of Sultan Agung Private High School located at Jalan Surabaya No. 19, Ex. Dwikora, District. West Siantar, Pematangsiantar.

3.3 Discussion

The basic thing about becoming an entrepreneur is changing the mindset of a worker into an entrepreneur. Changing one's mindset to become or start an entrepreneur is not an easy thing to do. In fact, if we want to compare the advantages of having your own business with working for another company/agency, there are many. To become a worker for another company, at least we are required to have a number of certain qualifications, willingness to work under the orders of another party, the same income within a certain period, pension, the possibility of termination of employment at any time and various other things. When compared with these requirements and possibilities, the requirements for entrepreneurship are relatively simpler. The first thing you must have is the will (determination) and then the ability (knowledge, skills, capital). Looking at entrepreneurs today is not the same as before. If previously an entrepreneur was considered to have no future compared to an employee, now society actually views it differently. Entrepreneurs in the millennial era have their own prestige, are more respected and respected (Sherly et al., 2020). On the other hand, the size of an entrepreneur's income obtained from financial profits is in his own hands. Freedom to run a business, make decisions, without being bound by various organizational bureaucratic rules. A better future for an entrepreneur, because entrepreneurs do not know the term retirement and the business can be passed on to the next generation.

A person who has the knowledge, skills and individual qualities which include attitudes, motivation, values and behavior needed to carry out work/activities (Mulyadi, 2011). In the era of the Industrial Revolution 4.0, entrepreneurs were only oriented towards the type of product and quantity, but in the current digital era it is necessary to have more value so that it can be sold to the market share. If previously entrepreneurs produced goods/services and then sold them, but now what the market needs is what the market needs, then produce them (Purnomo et al., 2020). Most people think that being an entrepreneur is a matter of talent and family environmental factors. If someone comes from a merchant family, then their children will also have talents as merchants. On the other hand, because you are not from an entrepreneurial family, when you run a business you will often experience failure due to your lack of experience. In fact, if we look at there are still many people who do not come from entrepreneurial families (business people) but are also successful in running their businesses (Fajrillah et al., 2020).

The current development of the business world has resulted in increasingly tighter competition, the greater the company's efforts to increase its advantages to win in competing in the market. Efforts to increase excellence require a deep understanding of the integration of interdependencies and dynamics in various types of business environments (Pekkanen et al., 2020) (Sudirman et al., 2021). The decisions that have been taken must be implemented and managed effectively, based on a production plan in a production operations plan and supervised in a control of production activities in order to produce quality products or goods, on time and at competitive prices.

Material regarding innovation and creativity with a digital marketing approach was presented to students regarding the steps that need to be taken in understanding the target market for their

business, as well as its implementation through the use of digital technology, especially in efforts to carry out digital marketing processes. Students are equipped with an understanding and technical use of digital marketing through social media utilization based on the type of business that will be developed in the future, such as conducting situation analysis, segmenting, targeting, and positioning. After explaining the material and marketing problems, the students were accompanied by several assistants in planning the implementation of digital marketing according to the type of business being developed. It is hoped that this assistance can provide an overview that can be understood by mentoring and training participants (explained in Figure 2).



Figure 2. Training Activities for Students

To start a business, one of the important factors is the creation of a business idea. Starting a business where other similar businesses have already been established or facing increasingly tough competitors is not an easy thing (Ayesha *et al.*, 2021). To start a business or face tough competitors, it is necessary to develop creative ideas that are owned in order to be able to create a product or service with an attractive design, model, motif, promotion or product packaging that is different from competitors or even that competitors have not been able to create (Sherly *et al.*, 2023). The idea referred to here is the idea of creating a new or different product or service to be offered to consumers (Halim, Sherly and Sudirman, 2020).

Ideas and Creativity are processes that can be developed and improved. Everyone is creative to some degree. People who have abilities and talents in certain fields can be more creative than other people. The same thing is also experienced by people who are trained and developed in an environment that supports the development of ideas and creativity, they are taught to think and act creatively. (Halim *et al.*, 2023). For others, the creative process is more difficult because it is not developed positively and if they want to be creative, they have to learn how to implement their idea and creativity process. The creative process of ideas and creativity is only carried out by people who have an entrepreneurial spirit and attitude, namely people who are self-confident (confident, optimistic and full of commitment), take the initiative (energy and self-confidence), have an achievement motive (results-oriented and forward-looking), has a leadership spirit (dare to be different and dare to take calculated risks (because he likes challenges). Business ideas are very important for a company's success. Brilliant business ideas do not appear immediately but must go through efforts to search for, find and evaluate existing opportunities. A business idea is the response

of an individual, group or organization in solving problems that arise in order to meet consumer needs (Halim, Sherly and Sudirman, 2020). A brilliant business idea becomes the basis for developing business people's creativity in searching for, finding and evaluating existing opportunities. A business idea is the response of an individual, group or organization in solving problems that arise in order to meet consumer needs (Sherly, Halim and Sudirman, 2020). A brilliant business idea is the basis for developing business people's creativity in searching for and finding business opportunities.

4. Conclusion

The dedication of entrepreneurial interest training through innovation and creativity to Generation Z at Sultan Agung Private High School has had a significant positive impact. Several conclusions related to the program include; Increased Interest in Entrepreneurship: Through the training held, it was seen that there was an increase in interest in entrepreneurship among generation Z at Sultan Agung Private High School. They gain insights and skills that enable them to understand and respond to business opportunities. Innovation and Creativity: This program is successful in generating innovation and creativity among students. They are invited to think out-of-the-box, create new ideas, and implement them in a business context. This helps them develop adaptability and creative problem solving. Developing Practical Digital Marketing Skills: Training participants not only gain theoretical knowledge, but also practical skills that are useful in the world of entrepreneurship through a digital marketing approach. Skills such as business planning, financial management, digital marketing and presentations are an integral part of this training. Student Empowerment: Sultan Agung Private High School students feel empowerment through this program. They are not only consumers of information, but also producers of ideas and active contributors in developing their own business potential.

Thus, the dedication of entrepreneurial interest training through innovation and creativity to Generation Z at Sultan Agung Private High School can be considered a positive step in supporting the development of business potential and economic independence among students. This program not only provides practical knowledge, but also creates an environment that stimulates creativity and innovation among its participants. With a strong conclusion, training in entrepreneurship through innovation and creativity for Generation Z at Sultan Agung Private High School has proven its positive impact. This program has not only succeeded in increasing interest in entrepreneurship among students, but also stimulated their innovation and creativity. Trainees are not only consumers of knowledge, but also recipients of practical skills that are essential in the business world. Through student empowerment, improving soft skills, and collaboration that occurs during the program, generation Z at Sultan Agung Private High School is ready to face the challenges of the business world with economic independence as the main capital. Thus, this training is not only an educational effort, but also a valuable investment in forming future leaders who are innovative and economically independent.

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