

Entrepreneurship Training And Socialization In The Use Of Waste Based On Community Empowerment In Kumantanvillage Bangkinang District, Kampar Regency, Pekanbaru, Riau

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Abstract.

This training and socializing aims to impart knowledge to people with creativity, small businesses/small industries, and those who have yet to start a business. It is hoped that existing human resources would be able to carry it out with the help of training and entrepreneurial socialization. When starting a business, increased knowledge and talents are expected to boost the organization's overall performance. Entrepreneurship Training and Socialization are implemented through lecture, discussion, and practice processes at the service location. To attain development goals in all disciplines, entrepreneurship training and community socialization activities must be strengthened, demanding the attention of all interested parties. The government's and community leaders' motivation must be maintained and increased for the community to get more information and skills linked to business growth and raise community and regional revenue, particularly in Kuantan Village, Bangkinang District, Kampar Regency.

Keywords : Socialization, Entrepreneurship, Plastic Waste and Public Empowerment Based.

I. INTRODUCTION

In Indonesia, the demand for plastic increases, with an average annual growth of 200 tons (Surono, 2013). One of the main contributors to the amount of plastic waste in Indonesia is the widespread use of plastic in everyday life. Plastics have a hard-to-degrade quality that takes hundreds of years to decompose (Jari & Theresa, 2017). Plastic waste should not be burned because it emits gases that pollute the air and endanger human breathing, and should not be buried because it pollutes the soil and groundwater (Karuniastuti, 2014). Development can benefit society, but it also risks overexploitation of natural resources (SDA) and environmental degradation, compromising ecosystems' underlying structure and function as life support systems. (Burhanuddin et al., 2018). Manufacturing of waste to products has advanced significantly. Utilization of this waste provides several advantages, including lower costs and the ability to add value to the product (Sherliana et al., 2016). In Kampar Regency, the expansion of the previous 12 sub-districts led to the construction of 21 sub-districts. Bangkinang Kota sub-district is one of the sub-districts in the Kampar Regency, which includes several villages, including Kumantan Village, where there is still undeveloped land that can be used for business purposes. There are still many unemployed, he said. Stated. The number of possibilities available to businesses is dwindling. The expansion of the previous 12 sub-districts resulted in 21 sub-districts in the Kampar Regency. Bangkinang Kota sub-district is one of the sub-districts in Kampar Regency, which consists of various villages, including Kumantan Village, where there is still vacant land that can be used for business.

There are still many undiscovered human resources. Work, he explained. The number of choices is becoming more and more limited. As a member of society, every individual must be able to live and still exist in society in a broad sense. People must live and preserve their lives no matter what obstacles society faces; hence, entrepreneurship is a realistic option for earning a living, although difficult to implement and resource preparation. Two types of resources that might be discussed are natural and human resources. Concerning human resources, development strategy can be interpreted as an effort to prepare humans for all their needs, both as individuals and as members of organizations. Management strives to make the best use of available resources. An organization is a group of people who come together to achieve a mutually agreed-upon goal.

The claim is that agreement is essential for continuing the organization's activities. To achieve this goal, important organizational resources include human resources, natural resources, financial resources, dan information resources, and informational resources. It takes 200 to 1000 years for plastic waste to decompose. According to Government Regulation Number 81 of 2012, Waste management is a systematic, comprehensive, and long-term activity that includes waste reduction and management.

The 3Rs of waste reduction are: reduce, reuse, recycle. Sorting or storage, collection, transportation, processing, and final processing are part of waste management. Plastic waste has been used to manufacture crafts, asphalt, and other items. However, plastic as a craft product does not solve the problem because the product will eventually be damaged and thrown away. Plastic waste must be converted into durable goods so that it does not become waste in a short time. Plastic paving block products are an alternative to using plastic waste in the long term, increasing utilization efficiency and reducing the environmental burden of plastic waste and producing innovative products such as building materials. In addition, paving blocks made of plastic waste have a stronger advantage compared to ordinary paving blocks. The following are some of the problems in Kuantan Village: Economic development, namely the lack of economic potential in Kuantan Village, Economic Institutions (USD SP) have not contributed significantly to village development, and entrepreneurship training has not been implemented. The underdeveloped domestic industry, challenges in increasing financing and business development, and the lack of an entrepreneurial spirit are examples of the industrial and trade sectors. This is due to the following factors:

- a) Inadequate public education;
- b) Insufficient funds to pay IT, employees/professionals;
- c) Lack of public understanding in the field of entrepreneurship and finance

Training and socialization of entrepreneurship in the use of plastic waste based on community empowerment are very important in increasing creative businesses in the community, improving the family and community economy, and increasing public knowledge about waste management. The problem is that garbage doesn't damage the environment. Furthermore, this training and socialization were carried out to provide enlightenment and public awareness about the use of plastic waste to create something of economic value, especially paving blocks, and give knowledge to the wider community, both business and non-business owners. Owner. They don't own a business so that they can innovate. They do not own a business, so they can compete and develop in Kuantan Village, Bangkinang District, Kampar Regency, and Riau in general and Indonesia. Entrepreneurship training and socialization can be beneficial for various parties, including participants, by expanding knowledge in entrepreneurship. So that it is expected to improve organizational performance and the community's enthusiasm to start their own business. The task of the academic community is in the form of community service, with the implementation of the third Tri Dharma College. Introducing universities to the community as a responsible community in helping to solve problems that arise through community service programs is a university priority. Assist the government in the framework of regional development initiatives and socialization of entrepreneurship, as well as waste management

II. LITERATURE REVIEW

Entrepreneurship

Entrepreneurship is the process of using creativity and innovation to solve a problem by utilizing existing resources. Innovation is the ability to apply creativity to solve existing problems and create opportunities to improve economic life. Creativity is the ability to develop ideas and find new ways to solve problems. At the same time, innovation is the ability to apply creativity to solve existing problems and create opportunities to improve economic life. (Zimmerer et al., 2008) Entrepreneurship also provides knowledge about beliefs, abilities, how a person faces life's obstacles, and how to get opportunities in the scientific field (Suryana & Bayu, 2014). So, entrepreneurship is a person's behaviour that allows him to grow and develop in the face of challenges and opportunities. However, to encourage entrepreneurship, a learning method is needed, one of which is training. While definition, an entrepreneur works hard and creatively to uncover business possibilities, take advantage of these opportunities, and then engineer the creation of new business

opportunities with a high level of excellence. (Frances, 2004). According to (Zimmerer et al., 2008), an entrepreneur starts a new company by taking risks and assuming the unknown for profit and growth by seeing substantial opportunities and gathering the necessary resources. To summarize, entrepreneurship refers to those who run their business or activities to the best of their skills. At the same time, entrepreneurship refers to the mental attitude of an entrepreneur toward running a company or training. Suppose you want to be successful in business management. In that case, you must continue to develop strategies and breakthroughs and find answers to challenges, such as capital constraints, market access, management and administration, and the need to innovate continuously. To take first place in the workplace tournament competition.

Entrepreneurship Training

Entrepreneurship stems from a basic human desire to succeed and can be instilled in a person through education or training (Freeman, 1992). Training teaches to develop human resources in knowledge and skills to be maximally empowered (Robbins & Coulter, 2004). The experiential learning process is designed to assist individuals in mastering skills that individuals have not mastered before. Training is a disposition to change knowledge, attitudes, and abilities where the experiential learning process is designed to assist individuals in mastering skills that have not been mastered by individuals before (Hidayat et al., 2020). Entrepreneurship education or training provides knowledge of conceptual processes and skills in recognizing opportunities that are owned but not visible to others. Others blind opportunities (Darmansyah et al., 2020). Entrepreneurship training is a community economic empowerment program that seeks to develop the critical thinking skills of the community or community groups to find and analyze the potential in the social, economic, and political realms they face, as well as improve skills competency to improve their standard of living (Hidayat et al., 2020)

III. MATERIAL AND METHODS

The following are the stages of the implementation of Entrepreneurship Training and Socialization of the use of plastic waste based on community empowerment:

Planning Stage

In the initial stage of community service activities, the following planning steps are carried out:

1. The team determines community service locations and obtains community permits in the selected area.
2. The team surveyed MSME businesses that have the potential to develop, especially in Prov. cities and districts in Riau.
3. The team works together to determine the requirements for the training and socialization materials that will be made.
4. The team collaborates with the village head and resource persons to design activities based on the planned strategy.

Implementation Stage

After planning activities, the implementation stage follows a predetermined schedule :

1. As a forum for implementing community service, Media Zoom is used for training and socialization.
2. Lectures and conversations about entrepreneurship and entrepreneurship training are used as teaching techniques, with PowerPoint materials provided
3. Through direct communication and practice by resource persons, providing training and socialization are provided by the Team.
4. The team, participants, and resource persons held discussions by responding to a series of questions asked by participants about the practices and socialization that had taken place.
5. There are three types of evaluation: knowledge evaluation, which is carried out by pre-test and post-test, and skills evaluation.

Report Preparation Stage

The preparation of service activity reports will be divided into several stages, namely reports on the progress of service activities and information on activity results. The report on the results of this service will be published in a community service journal.

IV. RESULTS AND DISCUSSION

Activity Results and Target Community

The population of Bangkinang Kota Subdistrict from year to year continues to increase. The population in Bangkinang City as of December 2014 was 37,243 people with the following details:

- Male Population : 18,752 people
- Female Population : 18,491 people

Thus overall, the male population is more than the female population. More details can be seen in Table 1 below:

Table 1. Total Population of Bangkinang City District

No	Village	Total Population		
		Male	Female	Total number
1.	Bangkinang	7.371	7.427	14.798
2.	Linguini	6.925	6.763	13.688
3.	Kuantan	2.574	2.545	5.119
4.	Ridan Permai	1.882	1.756	3.638
Total		18.752	18.491	37.243

Source: Bangkinang sub-district office, 2020

Community Development (Empowerment) Potential

Bangkinang, as the district capital, is very fortunate in terms of business investment and trade. Furthermore, the relatively large population represents money with business and economic possibilities. This is because the population is a large capital and is the main factor in the development because it is identified as the subject and target of the action. Hence, the condition of the population and residents in Bangkinang City is very important to know. Banking has developed into a centre for rapid product and service development. The strategic location of Bangkinang City, which is directly adjacent to other sub-districts, is the main factor that encourages the growth of consumers and business actors:

Table 2. Economic Means

No	Village	Amount General Market	Amount Bank	Amount Permanent Shop	Number of Stalls
1.	Bangkinang	1	3	398	758
2.	Linguini	-	3	154	393
3.	Kuantan	-	-	8	67
4.	Ridan Permai	-	-	14	32
Total		1	6	574	1.230

Source: Bangkinang sub-district office, 2020

Development Solutions (Community Empowerment)

Because all Kampar Regency government offices that provide public services are located in Bangkinang Kota Subdistrict, the Bangkinang people greatly benefit from the administrative aspect. From the offices of all agencies and offices in this city to the Regent's Office. This has helped many additional sub-districts near Bangkinang City, including Salo District, which covers 176.21 km², Kota Bangkinang District, which covers 130.88 km², and Bangkinang District, West City, which covers 210.18 km². Therefore, it is very important to achieve justice to eradicate poverty and improve people's welfare by offering counselling, training, and coaching to human resources who can develop.

Training and Socialization

Training and socialisation activities will be carried out on Saturday, October 2, 2021, from 13.30-15.30. The Zoom application is used in training and outreach activities to ensure activities are carried out consistently. Five people formed the implementation team, with one person being the resource person for training and outreach. Mr Musdianto, the manager of the Flower Garden in Tebing Tinggi Okura Village, Rumbai District, Pekanbaru, is a resource person who is a lecturer at the Department of Administrative Sciences at Riau University. Lectures, practices, and conversations are used to provide training and socialization. Tim delivered the material as a presenter through PowerPoint (PPT) relevant to entrepreneurship training. PPT slides below are distributed to community service participants.

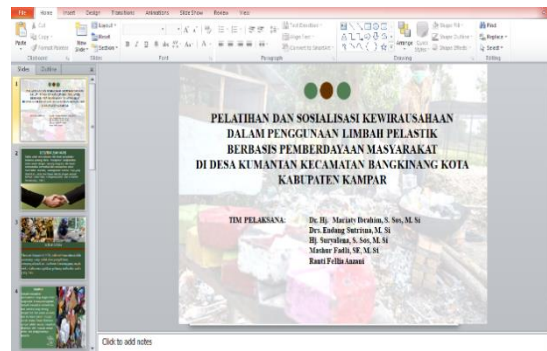


Fig 1. PowerPoint (PPT) Training Materials

The training was held as part of the delivery of the material and was carried out by resource persons at Okura. During the training, resource persons demonstrated how to handle plastic waste that had been heated in a frying pan with fire to melt it. After the trash is thawed, the waste is printed on a press machine assigned to resemble a paving block. The prints are then soaked in water for 5-10 minutes. Processed waste can be removed from the mold after cooling and hardening. The event also included a conversation component where participants from the Kuantan Village community were asked. Image No. 2 The team and resource persons explained how plastic waste materials are processed before printing into paver blocks.



Fig 2.Waste Waste Process

The following are the findings of the change in knowledge obtained by comparing the responses of the participants presented to the questions about management accounting and the accounting examples are given:

Table 3. Results of Evaluation of Changes in Knowledge of Training Participants

NO	PARTICIPAN T	MASTER Y	VALUE	PREDICATE
1.	10	81-100	A	Very Good
2.	6	71- 80	B	Good
3.	4	61- 70	C	Enough

Source: *Processed Data, the year 2021*

Following are the evaluation results obtained by the training participants, a group of 20 people: 10 people (50%) can absorb the material given with the predicate Very Good, six people (30%) can absorb the material provided with the predicate Good, and four people (20%) can absorb the material given with the predicate Enough. The high motivation of each training participant, as well as the participation and attention of community leaders, related parties, and government officials, contributed to the success of the Service activities carried out in the form of training and socialization of entrepreneurship in the use of plastic waste based on community empowerment, Bangkinang City District, Kumantan Village.

V. CONCLUSION AND RECOMMENDATION

Conclusion

Several conclusions were obtained from the entrepreneurship training and socialization activities in plastic waste based on community empowerment in Kuantan Village, Bangkinang City District: The training has been carried out smoothly according to a predetermined plan. The motivation of each training participant is very high, and the results obtained from the training evaluation are very satisfying government officials in Kuantan Village, Bangkinang City District and community leaders are very involved in the activities carried out.

Recommendation

The existence of training and socialization of entrepreneurship in the use of plastic waste based on community empowerment is very important in efforts to increase creative businesses in the community, improve the family and community economy, and increase public knowledge about waste management. Therefore, special attention is needed from the local government and stakeholders to coordinate to improve and foster a good entrepreneurial spirit. After being given training and socialization of community empowerment-based entrepreneurship, it can increase the economic income of the local community.

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