

The Enhancement Of Start Up Business Competencies For Indonesian Migrant Workers In Korea

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Abstract .

The purpose of this activity is to provide solutions based on academic studies of the needs, challenges or problems faced by Migrant Workers in Korea. Beside that, it also helps solve problems related to starting a digital business and other productive investment opportunities. The material in this activity includes tips for successfully working in Korea, lessons learned working while studying in Korea, opportunities and challenges for investment cooperation between Indonesia and Korea, and the ins and outs of starting a start-up business. As workers are sent abroad, there are many problems that often arise. happens to Indonesian migrant workers, one of which is regarding the work competencies that every prospective Indonesian migrant worker has. Apart from increasing competence through further study, Indonesian migrant workers can also equip themselves with certain technical skills according to their respective interests, such as setting up a startup business. Therefore, Community Service activities were held by Lecturers at the Institute of Business and Informatics Kosgoro 1957 in collaboration with Kaya University, Busan University in Korea and the association of Indonesian migrant workers in Korea as well as the Embassy of the Republic of Indonesia in Korea. The community service method consists of counseling and discussions through offline and online seminar activities via the zoom meeting application. The success of this program was demonstrated by the activeness of all participants and the enthusiasm of the participants in discussions and several ideas emerged for carrying out further community service activities.

Keywords: Start Up, business, migrant workers and community service.

I. INTRODUCTION

Indonesian society is experiencing economic growth and is affected by the lack of employment opportunities which are disproportionate to the number of existing workers. Accountability Report figures: increasing unemployment activity encourages job seekers to be willing to migrate, either moving from one region to another or moving abroad. Unemployment can be overcome through alternative efforts, one of which is by placing workers abroad as shown in Figure 1 [1] .

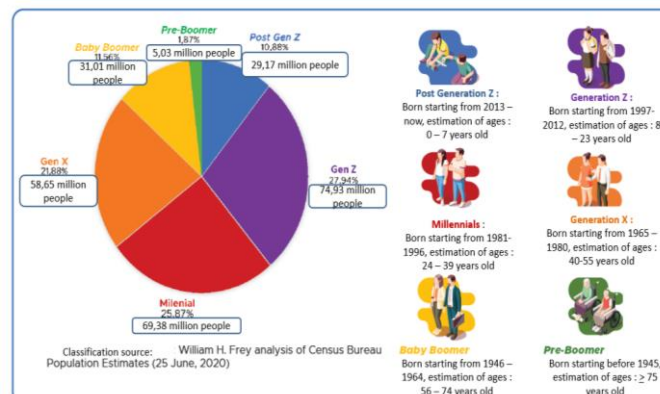


Fig 1. Indonesian Population Composition

As migrant workers are sent abroad, many problems often occur with migrant workers, one of which is regarding the work competencies possessed by each prospective migrant worker. Considering that

currently Indonesian migrant workers are required to be more qualified and have adequate skills, efforts are needed to increase competency both for short-term needs during work and to prepare for a better future. Apart from improving competence through further study, Indonesian migrant workers can also equip themselves with certain technical skills according to their respective interests, such as setting up a startup business [2]. In Indonesia itself, there are many business actors with quite good development who initially worked as migrant workers as seen in Figure 2 [2] .

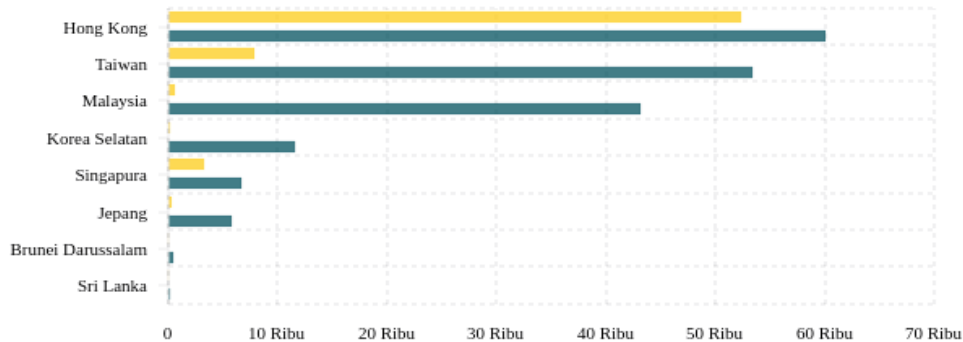


Fig 2. Indonesian migrant workers in Asia in 2022

Of course, Indonesian migrant workers also need knowledge about other investment opportunities in managing their funds, then they are also able to calculate the risks they will face when they have money, so migrant workers also need to learn about financial investment opportunities and investment risks. in question. Starting from this, the Institute of Business and Informatics Kosgoro 1957 intended to hold International Community Service with the theme “Strengthening the Competencies of Indonesian Migrant Workers in South Korea Towards a Better Future” An active role is needed from various parties to be able to contribute to the development of science and improve the welfare of society, including through international cooperation in the fields of education, business and government. The purpose of this activity is:

1. Provide solutions based on academic studies of the needs, challenges or problems faced by Migrant Workers in South Korea
2. Sharing between university academics and various parties involved in International Community Service.
3. Help resolve problems related to starting a business and other productive investment opportunities.

II. RESULTS AND DISCUSSION

2.1 Place and Time of Implementation

This Community Service Activity was held by Lecturers at the Kosgoro 1957 Institute of Business and Informatics in collaboration with Kaya University and Busan University in Korea, the Association of Indonesian Migrant Workers in Korea and the Embassy of the Republic of Indonesia in Korea. This activity was held on Friday, August 25 at the Graha Kosgoro Building Jl. M. Kahfi II No. 33, Lenteng Agung, RT.1/RW.5, Srengseng Sawah, Kec. Jagakarsa, South Jakarta City, Special Capital Region of Jakarta 13550.



Fig 1. Graha Building of Kosgoro 1957

This Community Service activity is also carried out online via zoom meeting. There were 300 online participants and 150 offline participants, including Indonesian Migrant Workers in Korea, MSME actors, lecturers, students, education practitioners, bureaucrats, observers and researchers relevant to the topic of community service. Indonesian migrant worker participants who are in South Korea can interact and discuss with resource persons regarding tips for success in working in Korea, learning to work while studying in Korea, opportunities and challenges for investment cooperation between Indonesia and Korea, and the ins and outs of cooperation in starting a start-up business.

2.2 Implementation Method

The stages carried out in Community Service include 3 stages, namely the preparation stage, implementation stage and evaluation stage shown in Figure 4.

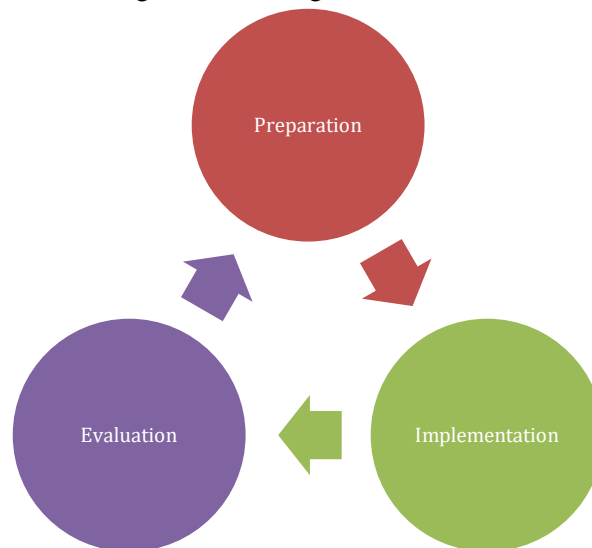


Fig 4. Community Service Method

An explanation of the stages of program implementation is as follows:

1. Preparation Stage

By looking at the presence of the millennial generation in the form of Indonesian workers who work abroad, it is necessary to study the possibility of providing additional competencies, especially migrant workers in South Korea. At this stage, interviews are needed with the Indonesian Embassy in South Korea to map the number of former workers in Korea. After consulting with the Indonesian Embassy in South Korea, the team looked for collaboration partners, namely Kaya University and Busan University, then looked for topics with sources according to their fields. Apart from that, we also share information with all related parties, especially Indonesian migrant workers in South Korea. Furthermore, to contact Indonesian migrant workers in South Korea, collaboration is also being prepared with the association of Indonesian migrant workers in South Korea.

2. Implementation Stage

The method of implementing the activities carried out in this program is to hold a seminar conducted online via zoom meeting for Indonesian migrant workers in South Korea and offline for the community and academic community of the 1957 Kosgoro Business and Informatics Institute at Graha Kosgoro 1957. There were 300 participants. online and 150 offline participants including Indonesian Migrant Workers in Korea, MSMEs, Lecturers, Students, Education Practitioners, Bureaucrats, Observers and researchers relevant to the topic of community service. Speakers at this community service activity included the Indonesian Ambassador to Korea, the President of Kaya University, Busan University of Foreign Studies, the Association of Indonesian Workers in Korea, and the Director of the Indonesia Investment Promotion Center/IIPC Seoul Korea.

3. Evaluation Stage

This stage was carried out through discussions and questions and answers with the participants with the aim of finding out the participants' responses to the training that had been carried out.

2.3 Discussion

2.3.1 Definition Start Up Business

Start Up is a company that has just started operating and is still in the development stage to determine and reach the market and develop its product. A startup business is a start-up company founded by one or many people to develop a unique product or service that suits the target market[3] .

2.3.2 Stages Make Product

As for stages make product can seen in Figure 5.

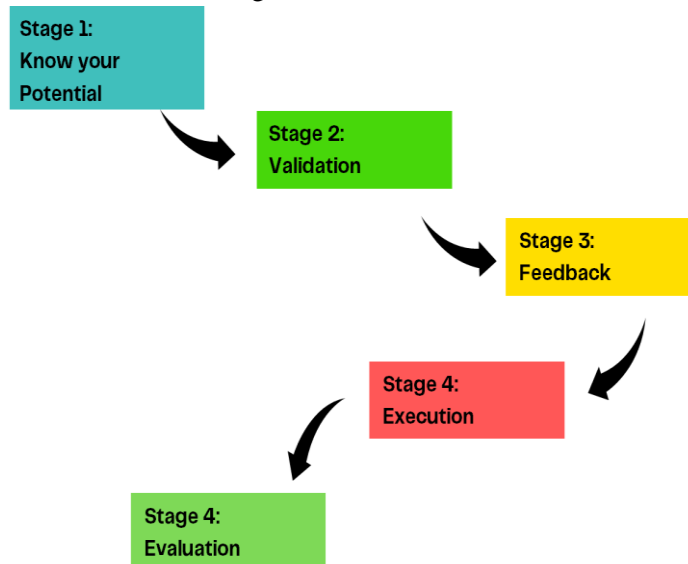


Fig 5. Stages Make Product

- Stage 1: Know your potential

Understanding one's potential will help determine what business is best to run [4].

- Stage 2: Validation

Good products are what consumers need

Carry out market validation to assess whether the selected business idea meets market needs.

- Stage 3: Input

Capture consumer desires

Providing a few features, variants or functions but according to consumer desires will be more valuable than providing many features, variants or functions but only a few are used by consumers.

- Stage 4: Execution

Product realization

Connecting consumer needs with the products to be sold and selecting consumer needs according to their expertise.

- Stage 5: Evaluation

It takes looking back to move forward

Always update your products, evaluate business activities, and enjoy the results [5] .

2.3.3 Challenges Build Startup Business

As for challenges build business start up as following [6] :

1. Looking for Partners/Founders who Have Similarity of Vision
2. Finding the Right Team
3. Finding a Business Model
4. Look for Product Market Fit
5. Looking for Investors

2.3.4 Documentation Activity

The results of this Community Service activity entitled Increasing Start Up Business Competency for Indonesian Migrant Workers in Korea can be seen at Figure 6 until 10.



Fig 6. Documentation Activity Devotion To the Community



Fig 7. Documentation Activity Community Service with Offline Participants



Fig 8. Documentation Activity Community Service at Graha Kosgoro

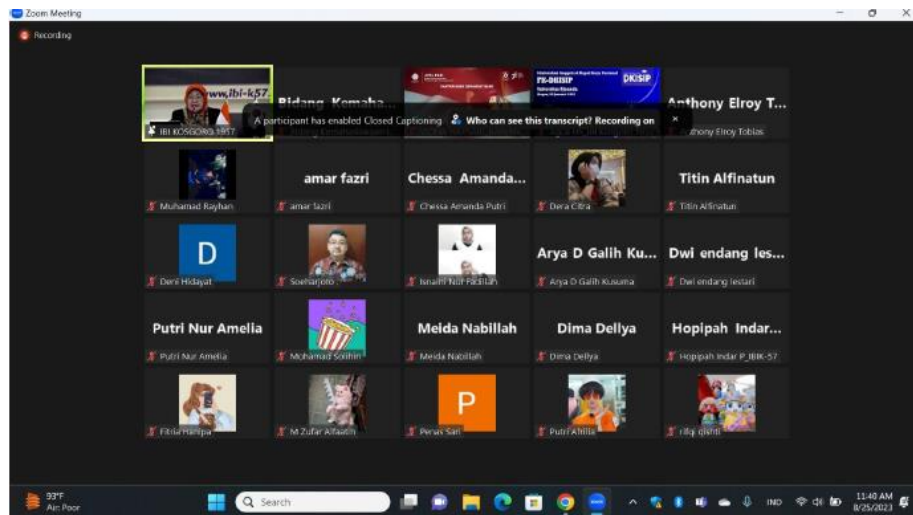


Fig 9. Documentation Activity Community Service via online zoom meeting

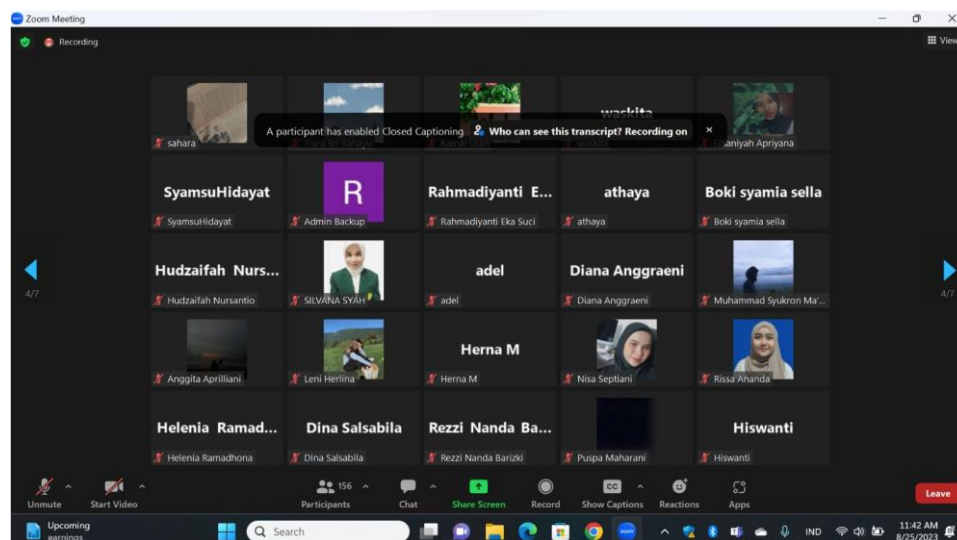


Fig 10. Documentation Activity Community Service with Participant Migrants in Korea

III. CONCLUSION

Evaluation is carried out on the activity process which includes the suitability of the schedule to the implementation of the training. Indicators of success can be seen from the number of participants who took part in the training and the existence of a participant satisfaction questionnaire with this training.

All activities and follow-up actions are expected to have a positive impact on:

1. Increasing the competency of Indonesian migrant workers in Korea and the general public regarding start-up application businesses
2. Develop creative ideas and increase your knowledge about start-ups
3. Helping participants prepare provisions for entering the world of work.

IV. ACKNOWLEDGMENTS

Thank you to the parties who provided information so that this Community Service activity was carried out, including the Chancellor of the Kosgoro 1957 Institute of Business and Informatics, the President of Kaya University in Korea, the President of Busan University in Korea and the Ambassador of the Republic of Indonesia in South Korea.

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