

Improving Performance of SMK 75 Dua Purwokerto Business Center through Entrepreneurial Orientation

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Abstract

The decline in the number of SMK graduates who are absorbed in the world of work is a major problem in all SMKs. One of strategy to prepare graduates capability of entrepreneurship so that students and teachers are able to develop entrepreneurial interests as a place to practice business. The school business center is the main activity in the field of entrepreneurship as well as a place to develop competencies according to student majors. Some of the problems that occur are (1) Lack of interest in managing the business center causes business performance to be not optimal. (2) Sales are still very lacking. (3) Business profits and profits are not as expected. (4) Business center managers consisting of students and teachers have not been maximized in conducting business promotions. (5) Has not made the right marketing strategy to develop its business center.

Keywords: Business Center, Entrepreneurial orientation, Performance

1. INTRODUCTION

Vocational High School is a formal school that provides vocational education at the secondary education level in Indonesia. Students are offered 47 vocational and pre-professional programs, each taking three years of study. SMK serves as a continuation of junior high school, MTs, or other equivalent forms. The purpose of education in SMK is to shape each graduate to be ready to enter the world of work, be employed, or be self-employed (Wibowo, 2016). According to Puspasari (2019), the purpose of education in SMK is to prepare students to work directly or continue to higher education, while the purpose of education in SMA is to continue to a higher level of education.

The goal of education in SMK is to shape each graduate to be ready to enter the world of work, be employed, or as a self-employed person. To fulfill this goal, it is necessary to accelerate and improve student competencies. SMK students receive teaching that focuses on certain areas of expertise, so that they can be more focused and reliable in their expertise. Practical lessons in SMK are prioritized. The composition of the material in SMK is 60% practice and 40% theory, so students are taught more directly how to practice doing something (Soininen, 2013).

Vocational students experience hands-on work practices. SMK students have the opportunity to experience hands-on work practices through the chosen skill program. It is expected that graduates of vocational schools have an easier opportunity to open a business. SMK graduates with their skills have the opportunity to open their own businesses, and can even create jobs for others. In SMK students receive the development of potential expertise. Apart from being given theory, SMK students will be taught many things which include theory and practice according to their respective majors, so that they can develop their potential expertise more specifically. With these advantages, SMK can be a good choice for those who want to prepare themselves directly to enter the workforce or to develop specialized skills.

SMK 75 Dua Purwokerto is a Private Vocational High School (SMK) located in Central Java province, Banyumas regency with address Jl Margantara Tanjung, South Purwokerto sub-district. This SMK has Department Programs: 1. Automotive Light Vehicle Engineering, 2. Computer Network Engineering, 3. Institutional Financial Accounting, 4. Industrial Electronics

Engineering. In preparing qualified graduates, SMK 75 Dua Purwokerto develops HR capabilities in terms of knowledge, skills and attitudes. The number of teachers at the SMK is 50 people. The number of absorption of SMK graduates is not 100%. Data obtained from tracer studies owned by SMK only reaches 45% of students absorbed in the industrial world, 5% are entrepreneurial and the rest are waiting for work.

The main problem at SMK 75 Purwokerto is how to increase absorption in the world of work or entrepreneurship. Vocational High Schools have the potential to develop edupreneurship. One strategy to prepare graduates who are capable of entrepreneurship is to form a business center so that students and teachers are able to develop entrepreneurial interests as a place to practice business. This business center is also used as a place to practice and develop student competency skills. In the business unit of SMK 75 Dua Purwokerto, there are several business units including the organization of motor vehicle repair services, repair of electronic goods, laptop and multimedia services, as well as a trading unit that sells various school needs and snacks.

The school business center is the driving force of entrepreneurial activities at SMK 75 Dua Purwokerto. This business center is the main activity in the field of entrepreneurship as well as a place to develop competencies according to student majors. On its way, the business center of SMK 75 Dua Purwokerto experienced many obstacles. Some of the problems that occur are:

1. Lack of interest in managing the business center causes business performance to be not optimal.
2. Sales are still in small number.
3. Business profits have not met expectations.
4. Business center managers consisting of students and teachers have not been maximized in conducting business promotion.
5. Busy duties as teachers and students make it difficult for managers to divide their time taking care of the business center.
6. Has not made the right marketing strategy to develop its business center.

From the above problems, the manager is considered necessary to be given training in order to increase the interest in entrepreneurship so that the manager can be maximized in improving the performance of the school business center through training to increase entrepreneurial orientation and market orientation. According Kraus, et.al (2023) entrepreneurial orientation is a concept that describes the attitude or behavior of a person who is driven by the desire to start a business.

Entrepreneurial orientation is a characteristic possessed by someone who is innovative, anticipatory, initiative, risk-taker, and profit-oriented. Factors that influence entrepreneurial orientation include social and family background, education, work experience, and personality. In addition, entrepreneurial orientation is also influenced by environmental factors such as the level of competition in the market, the expected level of profit, and the facilities available to entrepreneurs Hong, et.al (2013).

Entrepreneurial orientation (Hatta, 2015) has a positive relationship to business performance, so it is important for someone to pay attention to the factors that influence entrepreneurial orientation. Entrepreneurial orientation is an important component in creating a new idea or vision and the effort to implement it. Entrepreneurial orientation and business propensity have differences in context. Entrepreneurial orientation refers to an organization's tendency to make decisions to support business activities, while business inclination refers to a person's or organization's tendency towards business activities in general.

Thus, entrepreneurial orientation emphasizes the entrepreneurial traits of a person or organization, while business inclination more generally refers to the inclination towards business activities as a whole. Entrepreneurial orientation can affect business performance in various ways, Zamakhsari (2019). Here are some examples:

1. A high entrepreneurial orientation can improve a firm's ability to market innovative and renewable products and services.
2. An entrepreneurial orientation that is always innovative and acts proactively can help firms develop effective strategies and gain profits.
3. High entrepreneurial orientation can affect business performance because someone who has a high entrepreneurial orientation is easier to make decisions and take risks.
4. High entrepreneurial orientation can affect business performance because companies can do better business development and develop resource capabilities.
5. High entrepreneurial orientation can affect the success of small and medium-sized enterprise projects.

From the above conclusions, entrepreneurial orientation can affect business performance by improving the company's ability to market innovative products and services, helping the company develop effective strategies, gain profits, conduct better business development, and develop resource capabilities.

Market orientation is a business strategy that places the needs and wants of customers as the main focus in making products and services. Companies that implement market orientation focus on understanding and meeting customer needs through research and development. The goal is to create value for customers and build long-term relationships with them. Market orientation can also be considered as a view, perspective, or corporate culture of creating the highest value for customers' needs and wants, and focusing on customer satisfaction.

Market orientation can help companies increase sales in several ways. With market orientation, companies can better understand customers' needs and preferences for their products and services through market research and segmentation. Market-oriented companies can produce goods or services in a more targeted manner, according to customer needs and wants. Good market orientation can help companies anticipate existing business competition and improve overall company performance. Through a better understanding of customer needs, companies can build better relationships with customers, which in turn can increase sales and customer loyalty Wibowo (2016). Thus, market orientation can help companies increase sales through a better understanding of the market and customer needs, as well as more targeted production. The benefits of market orientation for companies include:

1. Helps companies produce products or services that are in accordance with the needs and desires of customers
2. Increase customer satisfaction and build long-term relationships with them
3. Increase customer loyalty
4. Increase higher product acceptance
5. Increase time effectiveness and adaptation to market orientation
6. Improve the company's ability to deal with market changes and competition
7. Improve the performance and strength of innovative products

By implementing market orientation, companies can focus more on understanding and meeting customer needs through research and development, so as to create value for customers and build long-term relationships with them. This can increase customer satisfaction, customer loyalty, and higher product acceptance. In addition, market orientation can also help companies deal with market changes and competition, and improve the performance and strength of innovative products.

This community service activity is expected to be able to provide solutions to partner problems that have been described previously. This PKM activity is expected to be able to provide changes to partners including the following:

1. Increased interest in managing a business center causes business performance to be not optimal.
2. Increased sales and business profits.
3. Business profits and profits are not as expected.
4. There is good management in managing the business center.
5. Improved performance of the business center because students and teachers are maximized in conducting business promotions.
6. The existence of appropriate marketing strategies to develop the business center.
7. There is an appropriate marketing strategy to develop the business center.
8. Increased business center sales.
9. Increased business profit.
10. Increase in graduates who are ready for entrepreneurship.

2. METHOD

This community service will be carried out in a series of 4 (four) stages that have been arranged systematically, namely the preparation stage, the implementation stage, the monitoring and evaluation stage, and the activity sustainability stage. The following is an overview of the methods that will be used:

1. Preparation Stage

This preparation stage consists of field observations where the proposer seeks information about the problems that exist in the partner group. Next, the proposer applies for permission to the partner and coordinates with the partner group. The last stage is the needs analysis stage where the proposer makes a situation analysis regarding the conditions of the partners and the problems faced and makes an analysis of the needs needed in solving the problems faced by the partners.

Furthermore, the proposer prepares Pre-Test (Before Service Activities) & Post-Test (After Service Activities) instruments which will be given to community service partners before and after community service activities with interviews related to this community service material. Furthermore, the proposer prepares learning materials (Slides) regarding the material needed, and stationery needs for trainees, as well as other administrative needs and some supporting materials needed during the implementation of the service.

2. Implementation Stage

The PKM implementation stage is in accordance with what has been agreed upon by the proposer and partners, several activities will be carried out including:

- a) Providing training to increase entrepreneurial orientation so that the entrepreneurial interest of teachers and students increases.
- b) Providing training to increase market orientation so that there is an increase in the business management skills of teachers and students.
- c) Provide training on how to manage a good business center so that it can become a place for students to practice business and increase entrepreneurship-ready graduates.
- d) Provide training on how to make the school business unit can be promoted well in order to improve business performance.
- e) Provide training on how to create a good promotional strategy to increase sales.
- f) Provide training on creating social media accounts that will later be managed as effective and efficient marketing media.

- g) Increase sales and performance of the SMK 75 Dua Purwokerto business center.
- h) Increase graduates who are ready for entrepreneurship and high competitiveness.

3. Monitoring and Evaluation

In the final stage, namely the evaluation stage, it will be carried out by monitoring the development of the service program to be carried out to find out the obstacles when the service activity is running, as well as evaluating the results by comparing the ability of service partners to manage digital marketing before and after the PKM activity is held and the improvement can be seen by comparing the results of the Pre & Post Test of service partners. Internal monitoring and evaluation follows the schedule of LPPM Universitas Peradaban.

4. Sustainability

In the sustainability stage of this service activity, the proposer still accompanies by making several structured schedules after the activity to conduct discussions, consultations about difficulties or obstacles that are still faced by the SMK 75 Dua Purwokerto partner group until the group can independently develop and improve their abilities in mastering the creation and management of digital marketing for the promotion of their products. The results of the evaluation continue to be developed and these problems (if any) are proposed again in future service activities or communicate with several related agencies to help solve these problems.

The participation of service partners in this case is teachers and students of SMK 75 Dua Purwokerto who will actively participate in this community service activity with the stages of implementing the activity until it is completed so that the results of this PKMS activity can be known and evaluated. The evaluation of the implementation of community service activities is carried out by providing a satisfaction questionnaire for community service activities. The sustainability of this service activity is carried out by coordinating with the head of the partner, namely the principal, to always implement the knowledge that has been obtained during training activities and assistance in making and managing digital marketing as an effective and efficient marketing tool.

3. RESULT AND DISCUSSION

PKM activities to assist entrepreneurial orientation and market orientation for students of SMK 75 Dua Purwokerto in an effort to improve the performance of the Banyumas district school business center have been carried out with a percentage of 100%. The PKM activity has carried out several activities consisting of increasing entrepreneurial orientation so that the entrepreneurial interest of teachers and students increases. Increasing market orientation in order to improve the business management skills of teachers and students. Skill enhancement on how to manage a good business center so that it can become a place for students to practice business and increase entrepreneurship-ready graduates. Skill enhancement on how to make the school business unit well promoted in order to improve business performance. Skill enhancement on how to create a good promotional strategy to increase sales. Skill enhancement on creating social media accounts that will later be managed as effective and efficient marketing media. Improving business center performance with training to increase entrepreneurial orientation and market orientation so that sales and performance of the SMK 75 Dua Purwokerto business center. Increasing graduates who are ready for entrepreneurship and high competitiveness by providing entrepreneurial orientation training.



Figure 1. *The Community Service Activity*

4. CONCLUSION

The results of the PKM activities are as follows:

1. Increasing the ability of partner groups to improve entrepreneurial orientation and market orientation in the school business center.
2. The existence of an effective and efficient marketing plan in promotion so as to increase sales. The ability to manage human resources increases. Thus increasing the motivation and performance of the school business center. The SMK 75 Dua Purwokerto Business Center has also done marketing through digital marketing so that it can improve its brand image through social media management so as to improve the performance of the school business center.
3. Increasing the number of sales and business profits of the partner group.

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