

## **Student Innovation in Export-Based Entrepreneurship by Recycling Plastic Waste Into High-Value Products**

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### **Abstract**

The entrepreneurship project competition is a student creativity program in creating business activities. In this activity, the student team practices to create creativity in business products needed by the community (market) made from plastic waste. Through this program, students have ample opportunities to realize creative product ideas, innovate to create new products, and improve their competence, insight and experience in entrepreneurship. This activity was carried out using observation/experiment methods and documentation. The results of the activity include students' ability to carry out the export process, including understanding the dynamics of export document management (Packing list, COO, Invoice, bill of lading and Shipping Instruction, PE), Marketing kit (company profile, brochure, catalog product, name card), mastering the use of platforms (Google Maps, Go4wordbusiness, Trade Map, Indianmart), export correspondence (Introduction letter, Inquiry, Offering letter, Negotiation letter, Confirming letter, Purchase order, Sales contract). Through this activity, it is hoped that students can carry out export activities in accordance with the correct procedures so that they can be competitive and sustainable by utilizing digital technology.

**Keywords:** *Plastic Waste, Export, Entrepreneurship Projects.*

### **1. INTRODUCTION**

The entrepreneurship project competition is an Independent Campus Program that aims to motivate and provide opportunities for students to produce creative, innovative works as an entrepreneurial provision before or after completing their studies and provide opportunities for students to practice entrepreneurship with a comprehensive understanding of entrepreneurial concepts. This activity is one of the Independent Learning Independent Campus (MBKM) programs implemented by the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia (Kemendikbud Ristek RI) to provide opportunities for students to become prospective entrepreneurs by encouraging increased entrepreneurial experience and workforce skills (Directorate General of Higher Education 2020).

According to Ningsih, Muhtadawati, 2003 in Wandany et al., 2023, the MBKM Entrepreneurship Program is an internal campus program that provides opportunities for students to learn and develop themselves into prospective entrepreneurs in the form of direct entrepreneurial practice carried out in a planned and programmed manner. This activity program

is the Independent Campus Competition Program (PKKM) organized by the Faculty of Economics and Business, Muhammadiyah University of Purwokerto in partnership with PT. Uba Uhud International and CV. Wimi Fu International which is an export company to provide export training by utilizing digital technology..

In this program, students practice caring for the environment by utilizing plastic waste. According to (Hapsari et al., n.d.) there are many factors that cause waste problems, including changes in people's lifestyles that are increasingly practical, many uses of plastic packaging products following current lifestyle trends. Based on existing environmental problems, it is our obligation to participate in reducing the latent dangers of plastic waste, and one way that can be done is to recycle plastic waste into something that has economic value and can be resold. Therefore, changing plastic waste into handicrafts is a good enough solution to change used goods into useful goods again, even having a selling value and can be created into goods that have aesthetic value so that they are worthy of export.

In this activity, students process plastic waste into handicrafts such as bags, storage, decorative lamps. To be able to market export products, students need knowledge of products according to standards for export and how the export process steps are. The purpose of this program is to train students by providing opportunities for students to produce creative works, provide opportunities for students to practice entrepreneurship with a comprehensive understanding of entrepreneurial concepts, and train students to manage and develop export-based businesses. The benefits of this program are to increase knowledge and comprehensive entrepreneurial skills for students in the field of exports..

## 2. METHOD

This method uses the observation/experimental method. The method of implementing export-based entrepreneurial activities is designed systematically to ensure that each stage is carried out effectively. In the implementation stage, this activity is carried out through a series of steps that have been strategically designed to ensure the success of product exports including preparation, implementation and evaluation steps to market plastic cup lip bag products, storage, and decorative lamps.

The implementation of activities begins with creating a brand, building a company identity, compiling company legality, creating social media accounts, creating a marketing kit (consisting of a company profile, brochure, catalog, name card), creating a company website, procedures for finding buyers, export payments, correspondence, and procedures for finding ship schedules. The training activity schedule can be seen in Table 1.1

No	Activity Description
1	Export business Overview and product concept
2	International Trade and export entrepreneurship
3	Distributor selection (potential export products)
4	Introduction to company legality (NIB, NPWP and searching for KBLI 2020 according to the product using tools), preparation for making AHU/establishment of a sole proprietorship company
5	Personal branding and packaging
6	Making Company legality
7	Analogy of branding marketing and sales
8	Making legality and packaging (creating company logo, brand logo, tagline)
9	Export business correspondence

10	Webinar (targeting the Chinese market, carefully examining export regulations)
11	Campus goes to customs Bank Syariah Indonesia with the theme of banking product introduction activities - account opening - export payment scheme
12	Company Website Creation
13	Food testing tray, physical display of product samples, marketing kits (business cards, company profiles, brochures, product catalogs)
14	Introduction of container types, functions and sizes
15	ITPC introduction material in all export destination countries and looking for buyers according to their respective products

In the design of the evaluation of this entrepreneurial activity, it aims to measure the success, effectiveness, and influence of activities on various aspects. Evaluation is also carried out through a comprehensive approach with measurable indicators, namely by measuring the level of customer satisfaction measured through surveys or questionnaires that include purchases and testimonials that reflect product acceptance, and routine supervision of the production and marketing processes to achieve targets, and evaluate products and marketing strategies based on consumer feedback in order to improve product quality in the future.

With this training, it helps students understand the basics of running an export-based business, the documents that must be prepared, and how to find partners abroad. In this case, the role of universities is very much expected in taking a role to be able to provide strengthening of export understanding capacity.

## **1. RESULTS AND DISCUSSION**

This Independent Campus Competency Program is designed to face the challenges of student entrepreneurship, especially in the export sector. In this program, we receive export training that includes export procedures and preparation of Company legality documents. Here are the results of the activities:

### Preparation Stage

#### 1. Company Identity

We build a Company identity by designing a Company logo that reflects the vision and mission of our Company. Create a Company name that is in accordance with the relevant and strategic meaning and meaning to create a unique Company identity that is easy for customers to remember. Our company is called PT AMRETA ASASTA ARSA, PT LAVANYA SINAR KRIYA and PT CUT BHADRA DHAKARA



Figure 1. *Company Logo*

## 2. Product

Asasta Bag This product has its own uniqueness with high aesthetic value, especially if the design is creative and functional. With cheap and abundant raw materials, this recycled bag can be a fashion item as well as a utility that is in demand in the global market, either through souvenir shops, exhibitions, or online platforms.



Figure 2. *Desain Product*

Kuy lamps made of PVC pipes add unique and environmentally friendly decorative value, especially for consumers who want to beautify their homes, cafes, restaurants, or hotels. PVC pipes that are easy to shape allow for the creation of various creative designs, from thematic patterns to artistic carvings. This decorative lamp has great potential to be marketed through international online stores or through collaboration with interior consultants and architects.



Figure 3. *Kuy lamps made of PVC pipes*

Storage made from recycled materials also has a promising market, especially in the household and office decoration segments. With flexible designs and high durability, this storage is suitable to meet the needs of modern consumers.



Figure 4. *Storage made from recycled materials*

These three products not only offer functionality, but also raise the value of sustainability that is increasingly in demand by global consumers. With the right marketing strategy, strong branding, and the support of eco-friendly certifications, these products have a great chance of becoming a prima donna in the international market.

### 3. Company Legality

The preparation of the Company's legality begins with creating a Taxpayer Identification Number (NPWP) as a tax administration requirement. Furthermore, the formation of a company deed (PT) shows the formal legality of the business, which allows business actors to have their own legal entity. With a PT deed, the company

obtains legal rights and obligations in the eyes of the law, making it easier to carry out various business activities such as banking transactions, contracts, and cooperation with other parties. In making a Company deed, it involves determining the KBLI (Indonesian Standard Classification of Business Fields) code by determining its business field. Furthermore, by creating a Business Identification Number (NIB) such as an independent K3L statement letter, a Business Standard Statement Letter and a Letter of Commitment to Environmental Management and Monitoring (SPPL). Our team has made the legality of each Company, namely with PT. Amreta Asasta Arsa, PT. Lavanya Sinar Kriya, and PT. Cut Bhadra Dakara.

## 2. Social Media Accounts

Social media accounts function as an effective means of product promotion and branding to reach target consumers. With at least two social media accounts, it is expected to be able to carry out wider promotions, provide the latest information, and interact with consumers directly. Social media platforms can also increase brand awareness and facilitate consumer access to products.

## 5. Marketing Kit

Some of the important elements that should be present in a marketing kit are:

- **Company Profile:** A document that describes the vision, mission, history, and products or services offered by the company.



Figure 5. Catalog Brochure: A medium that contains product details, including prices and specifications

Brochure: promotional media or information in the form of sheets of paper containing information about the company, products or services offered, the company's vision and mission, and the Company's profile



Figure 6. Catalog Brochure

Name Card: A simple but effective medium to introduce yourself to potential business partners. Its function is to share contact information, a direct marketing tool. The name card contains about: Company Name ,Company Leader Name,Contact Person ,Email, Address, Social media dan link tree



Figure 7. Name Card

## 5. Business Website Creation

We create a business website with a dung web with preparation for determining the domain name, website design, and editing the website according to supporting needs such as adding logos, product images, text, and others. Our goal in creating a website is to create branding as the digital face of a brand in cyberspace, a means of product education (containing product knowledge, functions and how to take care of the item), as a marketing tool to promote products, representing the company that is being run.

## 6. 3Dimensional Packaging

3D design and packaging in Product packaging design is also an important element in attracting buyers' attention. With the help of tools like Pacdora and Canva, businesses can create 3D designs for their packaging. This design not only gives a real idea of the product but also enhances its visual appeal.

## 7. Correspondence

In the world of exports, good communication is the key to success. Through business correspondence, exporters and importers establish mutually beneficial relationships. This process involves several types of documents, such as:

- a. Introduction letter : Letter of introduction, made by exporter
- b. Inquiry : Request for quotation letter, made by importer
- c. Offering letter : An offer letter, made by the exporter
- d. Negotiation letter: A negotiation letter made by the exporter and importer

- e. Confirming letter: A confirmation letter made by the importer and/or importer
- f. Purchase order (PO) : An order letter, made by the importer
- g. Sales contract: A sales contract, made by exporter and importer.

Export correspondence (correspondence about the business relationship between exporters and importers) which are geographically different due to country borders. Correspondence is one of the means of long-distance communication, not only for communication, correspondence is also an accurate document containing important things about goods export agreements.

#### 8. Procedures for finding buyers and export payments

One of the biggest challenges is finding potential buyers. Various platforms such as Go4WorldBusiness, IndiaMart, and Google Maps can be leveraged. For example, by typing "Handicrafts Importer in India" on Google Maps, businesses can find the relevant company's address and contacts. In international trade, payment systems must be chosen carefully. Here are some common methods used:

- a. Advance Payment (Telegraphic Transfer): The Seller/Exporter will get a certain amount of money first from the Buyer to prepare the export goods. Disadvantages: The buyer/importer is worried that the goods will not be accepted, even though the money has been paid at the beginning
- b. Open Account (Telegraphic Transfer): The Buyer/Importer will get the goods first, even if they have not paid. Disadvantages: The Seller/Exporter does not receive payment for the goods that have been delivered to the Buyer at the beginning.
- c. Documentary Collection (non L/C): Collection of financial documents accompanied by commercial documents or commercial documents without financial documents. Documentary collections are divided into two, namely:
- d. Documents Against Payment (D/P)  
Submission of documents by the presenting bank to interested parties (*drawee*) after payment is made.

##### 1) Documents Against Acceptance (D/A)

The submission of documents will be carried out by the *presenting* bank to the interested party (*drawee*) after the draft/Bill of Exchange is accepted by the drawee.

- 2) Letter of Credit/LC : or Documentary Credit is a promise to pay the Opening Bank of L/C (Issuing Bank) to the Exporter as long as the Exporter is able to meet the Terms and conditions stated in the L/C.

#### 9. Arrange for ship schedules

In finding a schedule ensuring the ship to export is an important step in the goods being delivered on time to the buyer in the destination country. The following are ways that can be done to find out the schedule of export ships:

- a. Contact your nearest Freight Forwarder company and ask for the ship schedule for the specific export route and provide complete information about the type of goods, volume, and port of destination so that they can provide a schedule accordingly.
- b. Using the official website of Shipping companies such as CMA CGM
- c. (container shipping and transportation company), Inatrim (An in-house portal for domestic exporters related to technical requirements such as product quality and licensing applied by the destination country of exporters and importers) OOCL (Orient Overseas Container Line: a logistics and container shipping service provider from Hong

Kong) which provides on-site ship schedules On their website you will get information about departure schedules, estimated travel time (ETA) and available ships.

Export payments use FOB (Port price), which is payment for containers that have arrived at the port of origin. CIF (Cost, Insurance, and Freight) is a payment made after the container arrives at the destination port. As well as bil of landing documents and water wilbing (land routes). Building a successful export business is not an instant thing. It requires a mature strategy, hard work, and a deep understanding of the market. With structured steps, as explained in this book, it is hoped that every business actor can develop their business to the international arena.

#### **4. CONCLUSION**

This program can motivate (encourage interest) and provide opportunities for students to produce creative, innovative works as an entrepreneurial provision before or after completing their studies. This program activity also provides opportunities for students to practice export-based entrepreneurship with a comprehensive understanding of entrepreneurial concepts in building a company identity, compiling legality documents, managing social media, making marketing kits, and learning about export and international payment procedures. The marketing strategy is directed at domestic sales through marketplaces and social media, as well as exports to international markets by considering trends and needs in various countries such as Japan, South Korea, India, and China. The program makes a significant contribution to the development of knowledge Entrepreneurial students are not only in the country but can go abroad with the condition of complete export documents. This program is also the first step for students to start an export-based business to move towards change for the better and be able to face competition in the word.

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