

Developing Small Business through Character with the Application of Mind Mapping on Aisiyah Entrepreneur

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Abstract

Small businesses have grown rapidly, but that does not mean without obstacles. The growth and development of small businesses can improve an independent economy, but it needs to be supported by the mentality and character of an entrepreneur. Business owners must be able to carry out good management in various economic conditions that are full of uncertainties. Perseverance and mental toughness as well as a positive mindset play an important role in being able to develop strategies to compete and survive, as well as to develop even better. Good planning is done so that an entrepreneur more structured in the process of starting or developing a business, as well as more measurable expectations take action to minimize losses. The target of this activity is Aisiyah entrepreneur in the Banyumas area. The method used, with providing business development training to participants, builds character and mentality by applying entrepreneurial mind mapping. Business owners have the ability to find solutions to every problem with the right strategy. it is hoped that by having a positive character and mentality, make a mind map in developing business strategies that can improve and develop Aisiyah's small businesses in the Banyumas area.

Keywords: Mind mapping, Caracter, Creativity, Aisiyah.

1. INTRODUCTION

The development of small businesses is a shared responsibility, for MSME activists this needs to be improved to help the community's economic independence. Small businesses that are already running will need to be maintained by continuing to apply business principles that are in accordance with Islamic law, positive mentality, and character. Strategy and creativity are very important in developing a business in various conditions. Entrepreneurs should too capable determine strategy business in matter marketing, How net consumers, expand the business, and how strategy settles problems. How is competing or competing fairly in business?

Business development is also supported by technological developments. The infrastructure that has been prepared by the government must be utilized optimally. Internet-based technology has accelerated the process of information transfer and transparency of financial reports. In fact, there are almost no limitations in providing information related to marketing strategies. If this is not addressed with a positive mindset, it is likely that business development will be hampered. If addressed positively, it is hoped that entrepreneurs will be able to utilize technology to expand their business network.

Aisiyah's entrepreneurial potential is enormous. Becoming an independent woman and opening up business opportunities is a big step for an Aisiyah entrepreneur. Although it is not easy, progress is already accelerating. the growth of small businesses in the Aisiyah environment is getting bigger. However, most of them do not have a wider network, still only limited to the surrounding environment or within the scope of the Banyumas area. For this reason, strategies and strengthening are needed to maintain business, so that there are more women entrepreneurs independent, able to strategize in business, innovate and develop a

better product marketing strategy, by means as outlined in the concept of mind mapping to be more organized and focused on business and positive things. The problem is not only the entrepreneurial mentality, character, and recording of financial statements but also the strategy for building a business with an increasingly positive attitude.

Based on the problems of Aisiyiah's partners or entrepreneurs, then the settlement of The problem is divided into 2 stages. First, by providing preparation training entrepreneurial mind mapping. Provide an understanding that fellow entrepreneurs must strengthen each other, and help each other. There needs to be assistance for entrepreneurs with targets to thrive and survive in all conditions. Second, provide an understanding of the importance of business strategy with the use of mind mapping. The target of the implementation of the activity is entrepreneur Aisiyiah Banyumas.

2. METHOD

The activity method used is to create modules and direct training For determine How make mind mappin For entrepreneurship that can help strengthen the mentality and entrepreneurial character.

Stages activity held as following :

- a. Give understanding about mental and entrepreneurial character, what is the strategy build business
- b. Provide an understanding that entrepreneurs must have the ability to survive in any condition.
- c. Providing assistance to Aisiyiah business actors, through KUKA (Clinic Business Family Aisiyiah)
- d. Evaluate results activity.

3. RESULT AND DISCUSSION

Implementation activity during four weeks. Implementation in starts with giving understanding to Aisiyiah as a women's organization that always gives encouragement to women to continue to develop themselves both within the organization, as well as personal and in entrepreneurship.

Table 1 . Implementation School Businessman Aisiyiah

Implementation		
Step	Objective	Results
Delivery material theory	Give material theory <i>mind maps</i> , provide an understanding of how the entrepreneurial mentality and entrepreneurial character	Material delivered to participant
Practice	Practicing how <i>mind mapping</i> is useful for developing business strategies, focusing more on positive things that will form a strong mentality and character as female entrepreneurs	The practice of preparing a more mature business strategy and implementation <i>mind mappings</i> in every step of business development

Step	Objective	Results
Evaluation activity	Know performance activity Which has done through communication	Evaluation training and see business development participants, continuously coordinate, communicate and each other support between Aisiyah entrepreneur

The obstacle in the carry-out program This is the distance between the four stays And training or the Aisiyah Entrepreneurial School. In addition, participants are limited to 30 people, order material delivered can be absorbed in a manner maximum.

Lack of flavor belief in self, pessimistic, and still feeling disadvantaged by one party business partner, become input for us in the future regarding legality in business. Lack of lines of communication and coordination as well cause businesses to experience slowness in development.

The solution offered to overcome an obstacle:

- a. Give education for businessman Aisiyah And give understanding importance of network business, like Which There is in mind mappings in entrepreneurship.
- b. Give network communication in expanding network business.
- c. Give a chance to collaborate with businessman Aisiyah.

Impact Economy and Social

Aisiyah entrepreneurs will increasingly have a positive attitude and character in running a business. Expected businessman Aisiyah is able to survive in any condition. Being able to develop even better, the business network is getting wider, so what's in *the mind mappings* all can be applied.

4. CONCLUSION

Activity devotion public This can help development business or businessman Aisiyah. Activity This Also capable addor expand the business network, so that they can collaborate with each other entrepreneurs other. We Also say Thank You on Aisiyah Which Already help the implementation of this activity, is able to provide a positive impact and benefits big for each other businessman Aisiyah.

SUGGESTION

Businesses will not be able to develop if there is no good cooperation in everything matter. The hope activity This is capable make all alumni School Businessman Aisiyah. The need exists for accompaniment business from Clinic Business Family Aisiyah (KUKA).

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