

7. KULIAH KERJA NYATA –  
LEARNING OF SOCIETY  
EMPOWERMENT BASE OF  
ENTREPRENEURSHIP CULTURE  
IN 1,3 KELURAHAN BALAS  
KLUMPRIK SUB-DISTIC WIYUNG  
- SURABAYA

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**Submission date:** 21-Nov-2022 10:34AM (UTC+0700)

**Submission ID:** 1959829966

**File name:** 7-\_22.Prosid\_KULIAH\_KERJA\_NYATA\_LEARNING\_OF\_SOCIETY.pdf (196.68K)

**Word count:** 1982

**Character count:** 12455

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EMPOWERMENT BASE OF ENTREPRENEURSHIP CULTURE IN  
KELURAHAN BALAS KLUMPRIK SUB-DISTRICT WIYUNG -  
SURABAYA**

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**ABSTRACT**

*Kuliah Kerja Nyata – Learning Of Society Empowerment Base Of Entrepreneurship Culture In Kelurahan Balas Klumprik Sub-District Wiyung – Surabaya an activity that were ; co-creation, co-funding, co-benefit, berbasis research ,flexible dan sustainable, held in Kelurahan Balas Klumprik Sub-District Wiyung of Surabaya. Its objective is to increase: participation, empathy, interaction, care, multidisciplinary cooperation, and encourage learning community / society student UPN "Veteran" East Java community in the Kelurahan Balas Klumprik, Sub-District Wiyung, Surabaya. The first method used is a method based on research obtained from UPN "Veteran" East Java to be applied. Second methods were tutorial / teaching skills training in the form of production, packaging-labeling. The third method of accompaniment to obtain licenses from the relevant agencies. Out put: 1) There was an positive interaction and significant benefits for college, community, supporting partners. 2) Students and citizens can increase knowledge and skills: pembudayaan, processing, refined products, packaging, labeling, administering licensing industrial products household to support entrepreneurship in the field of fisheries and agriculture 3) Getting partners to support the sustainability theme Real Work Lecture - Learning Empowerment community-based entrepreneurial culture.*

**Keywords:** entrepreneurship, kuliah kerja nyata, society empowerment, learning community/society

**INTRODUCTION**

Kuliah Kerja Nyata - Learning Community Empowerment-based entrepreneurship were that there were some potential asset for a rural society such as fisheries and agriculture untapped such as: water, fish ponds, mushroom cultivation, and some industry households include: soap industry, the handicraft industry of hyacinth plants mumps and cracker industry. The existence of these crackers home industry seems constrained by the limitations of the tool, do not have the

legal permission household industry, and the scope of sales is still very limited. KKN PPM program by (Sutini et al., 2013), data showed that people are eager to engage in entrepreneurial activity, but do not understand what steps should be done.

According Mukhadis (2012) mentioned that, in general, Indonesia in implementing entrepreneurship is still low, around 1.56% of the total population of a minimum ratio = 2.0%. A minimum ratio is still well below the 5.0% in Malaysia, and Singapore by 7.0%. Relevant to the research Rajasa (2012) that Indonesia now requires at least 4 million entrepreneurs. These number of entrepreneurs will equal to 2% of the population.

One way to overcome the low entrepreneurial activity in Indonesia according Sutini, et al. (2012) are: 1) to perform a variety of innovations. 2) If the innovation has made it necessary to develop managerial skills, so it is not solely an injection of funds. 3) Development of competitive advantage that counts. 4) The government and businesses to direct comprehensively and fully supports both funding and competitive advantage. While Ciputra (2009) states that the students had time to be able to integrate the research results obtained from the campus to the concept of entrepreneur in a way adapted, modified for the sake of development in society.

Objective of Kuliah Kerja Nyata - Learning Community Empowerment-based entrepreneurship are increasing: participation, empathy, interaction, care, multidisciplinary cooperation, and encourage learning community / society student UPN "Veteran" East Java with the local community.

Troubleshooting plan that will be done were, first using research-based methods derived from UPN "Veteran" to be applied in East Java in the Kelurahan Balas Klumprik, Sub-District Wiyung, Surabaya. Second, tutorial methods / skills teaching training by learning process of production, packaging-labeling. Third, mentoring to obtain legal licenses from the relevant government agencies.

## **LITERATURE REVIEW**

### **Kuliah Kerja Nyata - Learning Community Empowerment**

Kuliah Kerja Nyata - Learning Community Empowerment-based entrepreneurship scope are activity not only for social dedication, but an educational effort on the students and the community through the application of science and technology research, to increase empowerment in order to achieve the degree of life is good and right.

Students at these activity will be can see, hear, analyze problems, such as materials research, as well as to seek solutions to problems. In the process of problem solving, students learn and coexist with society as a shoulder to shoulder. The results of students after doing this activity acquire knowledge, ability, awareness of the community that will be a provision in life after graduating from an undergraduate program

Society at this activity will be able to improve the ability of thinking, act and acted, as well as welfare in the area will also be improved. Candidate of development will be formed in community that will facilitate empowerment and bring maximum results.

Learning Community Empowerments, were a process of building a human or community through: development capabilities, behavioral changes, and organizing (Yasin, 2012). The ability of people to develop such capabilities: working, looking for information, manage activities, proficiency in agriculture. Adverse public behavior must be changed to improve welfare. Community organizing to form a working committee, the division of tasks, plan activities, keep an eye on each other, to improve skills. Enhanced community capabilities including the ability to cultivation, entrepreneurship, industrial or home-making skills. According Haridjaja (2016) Empowerment is a community-strengthening activities to provide

motivation and encouragement so that people can explore your own potential and dare to act to improve their quality of life.

### **Entrepreneurship**

Entrepreneurship according to Niswonger (1992) is a mental activity and soul to always want to turn to innovation to get maximum results in their business activities. While Meredith (2000) said that Entrepreneurship is a skill saw and assess business opportunities, by identifying and gathering the necessary potential for profit and success.

The potential of entrepreneurship by Ali Muhi and Hanapiah (2011) include: 1) The geographic potential, 2) human resources, 3) resources in the rural economy (job opportunities, and businesses in the village). 4) Potential social and cultural rights in the countryside, 5) potential institutional, and 6) natural resources. Entrepreneurship in the Kelurahan Balas Klumprik, Sub-District Wiyung, Surabaya, one point of the potential that can be developed were in the natural resources field of fisheries and agriculture

### **Fisheries and Agriculture**

Fisheries and agriculture in Kelurahan Balas Klumprik existence can support urban farming. Both fields have been based on survey results directly to the author of the location which was hosted by the local district and the data showed that in RW 04, there is potential for the natural form of catfish, tilapia and freshwater prawns. Agriculture in the yard of citizens obtained vegetable crops chilli, mustard, plant papaya, mango and oyster mushroom cultivation. Who worked on this field is the processing, packaging, labeling, marketing once a home Industry for a necessary government legal permits.

### **FINDINGS**

Some of the findings obtained in Kuliah Kerja Nyata - Student Learning Community Development, UPN "Veteran" in the Kelurahan Balas Klumprik likes the following.

1. The interaction of positive and significant benefits to the college, the community, the supporting partner in Figure 1.



**Figure 1. The interaction of positive and significant benefits to the college, the community, the supporting partner**

2. Student and communities able to increase knowledge and skills: cultivation, processing, refined product, packaging, labeling, administering licensing household products industry to support entrepreneurship in the field of fisheries and agriculture in Figure 2.



**Figure 2. Skills improvement Student-Society in: hydroponic cultivation, refined products, packaging, labeling (Sutini et al. 2013)**

3. Getting partners to support the sustainability theme Real Work Lecture - Learning for Community Empowerment entrepreneurial culture based on Figure 3.



**Figure3. the sustainability Partners supporting theme Kuliah Kerja Nyata - Learning for Community Empowerment-based entrepreneurial culture (Sutini et al., 2016)**

## **DISCUSSION**

The interaction of positive and significant benefits for college, community, supporting partners. For universities can organize Tri Dharma Perguruan Tinggi, for example, various cases may be for example in the education process. Optimization of university research results can be applied to the devotion to the Community. This positive interaction relevant to the opinion of the Supreme (2009) that universities must produce graduates to become an entrepreneur (entrepreneur). Graduates who become entrepreneurs are not only looking for a job, but also creating jobs. In line with the opinion of Margiman (2008) that the tasks of education, ranging from elementary to college, the necessary character - creative skills, independent attitude and pro-active should color all learning activities. Meanwhile, according to Sulistio (2010), that

more emphasis on the formation of entrepreneurial mindset to not always linear thinking, but on the other hand are able to incorporate some of the concepts / different disciplines to produce something new.

For community will get thinking improvement, reform and prepare candidate for driving development. Supporting partners can implement joint creation and financial support.

Student will be increased empathy towards society. Students with the community create the communities that will increase knowledge so intertwined social learning. Entrepreneurial learning students in a way: get involved in the work, as well as to apply theory gained from lectures, motivated to become true entrepreneurs

### **CONCLUSION**

Kuliah Kerja Nyata - Learning for Community Empowerment with theme-based entrepreneurial culture is synergistic, which has the following characteristics: co-creation, co-finance, based; research, flexibility, and sustainability.

Kuliah Kerja Nyata - Learning for Community Empowerment-based entrepreneurial culture is an integrated activity between the program of study, research institutes-service, government agencies, community application and development in an interdisciplinary manner.

Kuliah Kerja Nyata- Learning for Community Empowerment-based entrepreneurial culture in the Kelurahan Balas Klumprik, Sub-District Wiyung, Surabaya was an activity whose output is measured in practice. Output was measured in this activity include: 1) an increase in the participation of students and community, 2) an increase in empathy, interaction, concern for students, 3) collaboration between students multidisciplinary and intersectoral in community, 4) occurs learning community / society student UPN "Veteran" East Java with the local community.

### **ACKNOWLEDGEMENTS**

The gratitude goes to General Directorate of Higher Education and National Department of Education Indonesian, which has funded the research Grants2015.

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