

## STRATEGY FOR DEVELOPING ENTREPRENEURSHIP IN KAMPUNG PERCA DURING THE COVID-19 PANDEMIC

**Daulat Maulitua Tambunan**

Sekolah Tinggi Teologi Rahmat Emmanuel

Author email correspondence :daulatmantap@rocketmail.com

**Ferdinand Iskandar**

Sekolah Tinggi Teologi Periago

Ferdiskandar@gmail.com

\* Corresponding author :@daulatmantap@rocketmail.com

### **Abstract**

*The existence of Kampung Perca Bogor is not only a center for marketing handicrafts, but also offers a shopping experience and educational tourism. The development of handicraft products is carried out by encouraging Kampung Perca to become a center for handicraft production and is also supported by a gallery as a local work facility. It is expected to improve the economy of the local community and expand the marketing of their products. Handicraft production using used cloth as the main raw material is an attraction for educational tourism of recycled products. This study uses a qualitative descriptive approach. Qualitative descriptive methods can be interpreted as problem-solving procedures that are investigated by describing or depicting the state of the subject or object of research (people, institutions and society) at the present time based on the facts that appear and as they are (Nawawi, 2005). This study intends to understand the phenomenon of what is experienced by the subject holistically and by means of description in the form of words and language, and by using various scientific methods. The basis of this research is expected to be able to provide a clear, detailed and scientific picture. Community education is education and learning that is rooted in the process of empowerment, social justice, the process of change, challenges, appreciation, and collective awareness. The development of community entrepreneurship is expected to be a new breakthrough in order to accelerate the achievement of the growth of independent entrepreneurs who have innovative, resilient and global-minded characters. This makes Kampung Perca Bogor present as a place that not only focuses on improving the community's economy but also focuses on other values,*

**Keywords:** strategy, entrepreneurship and Perca Village

### **INTRODUCTION**

Economy is One things that are not Can separated from life human . As time goes by time, then need man the more increased , because of That economy must There is change to more direction Good from previously , so as not to happen the gap that will result in unemployment , poverty , opportunity work , and so on . Indonesia is one of

the developing countries . Where level economy Still Not yet so stable . Condition the economy in Indonesia has caused various problem social like height level unemployment, poverty, and quality power low work. Creative economy start acknowledged own a very strategic role in development economy and development business . Not to mention as well as home industries built by the community .

At the beginning 2020 , the fighters economy on track This overshadowed news about the spread of Covid-19 which is one of the impact a number of flight domestic / foreign discontinued while and place tour closed . The news is very worrying for SME players , and really happened at the beginning March 2020. If the UKM that has established just many are rolled mats , moreover perpetrator an effort that only enter home industry class category low . Phenomenon the happening throughout Indonesia , even a number of company Many are laying off workers, because of the production and marketing processes No Again balanced .

hard times in question is the impact felt moment Covid-19 storm hits world community . Pandemic due to the corona virus or coronavirus disease (COVID-19) resulting in many victims fell . In fact , the World Health Organization ( WHO) then on January 30, 2020 stated this Covid-19 pandemic as Public Health Emergency of International Concern ( PHEIC). So that pandemic impact on the global population , on various aspect life all group age and also related to gender.

The Covid-19 pandemic has resulted in an increase amount unemployment in Kelurahan Sindangsari Bogor from previously 182 people became 278 people and the increase in poor families from 581 families to 1,190 families. So that public experience degradation social going to non - ideal changes . Therefore , changes social impacts that arise from the Covid-19 outbreak is the reality that occurs so that required adaptive ways to dynamics change the .

That matter felt by the community Ward Sindangsari Bogor especially the women . They to do initiation and initiative build idea with track potential source the power that is around they , then invite other women who are affected scan pandemic For do strengthening capacity himself , doing communication with regional stakeholders who have authority , and do cooperation with all party . Then , was born what now currently viral and being talked about in cyberspace , namely the formation of Kampung Perca.

Kampung Perca is a thematic village located in the sub-district of The Sindangsari Bogor Wetan District , Bogor City. Kampung Perca was born from concern in the midst the Covid-19 storm which also felt by the residents public Ward Sindangsari . The village of Perca now has be one of alternative destination tour new lots visited inhabitant from various regions. This is driven by the current massive information through social media channels especially YouTube broadcast by YouTubers so that Perca Village is increasing become famous . Moreover presence Governor of West Java Ridwan Kamil who is also a active in cyberspace to become netizens ' magnetic power visit to Kampung Perca.

Success a company based on his expertise in control the marketing strategy that is owned . The concept marketing have a set tool marketing in nature can controlled which is more known with marketing mix ( mix) marketing ). Kotler provides definition about mix marketing as , mixture marketing is device tool marketing factors that can controlled products , prices, promotions, places combined by the company For produce desired response in the target market

According to Thomas W Zimmeerer (1996) entrepreneurship is results from a discipline and systematic process implementation creativity and innovation in fulfil needs and opportunities in the market (Abas Sunarya et al. , 2011). In order to win competition , then a entrepreneur must own Power high creativity , Creativity according to 9 Lumsdaine is use imagination and variety the probability of obtaining from interaction with ideas or ideas , other people and the environment For make new connections and results as well as meaningful ( Lumsdaine , 1995: 14).

In running activity entrepreneurship need understand potential problems that are owned in order to be able to finish problem owned as well as objective entrepreneurship that has set can achieved . Potential problem can understood with using SWOT analysis , where SWOT analysis is technique planning which beneficial for help evaluate strengths & weaknesses , opportunities & threats in a activity entrepreneurship . SWOT analysis in Kampung Perca Bogor as following :

1. Strength
  - Economy public local can driven by potential craftsman
  - The community has great interest For develop craft cloth patch .
  - The existence of groups craftsman patch as receptacle aspirations .
  - Already have consumers and markets for sell product cloth patch This .
2. Weakness
  - Quality environment : Arrangement settlement relatively untidy Because dense go for a walk narrow settlements and not interesting when made into a theme village .
  - Do not have receptacle For bruise results the work of the craftsmen cloth patch like display case or gallery .
  - Minimal promotion done For reach out to a wider market area and production Still limited order
3. Opportunities
  - Support for stakeholders different interests For develop area .
  - Support for stakeholders different interests For develop area become village thematic oriented tour education .
  - Can expand market and consumers as well as make a patchwork village bogor as center product cloth patch
  - Promotion use technology For confess more consumers Lots
4. Threat

- Scarcity of materials standard that can result in fail production
- Threat the decline interest force young For jump in chain business craft patch
- The lack of instruction direction going to location
- Integration with area around Still weak With existence road national with intensity tall
- Other more destinations interesting

The existence of Kampung Perca Bogor is not only become center marketing craft hand , but also offers experience shopping and tourism education . Development results craft done with push the patchwork village become center production craft hands and also supported with gallery as facility localworks . It is expected can increase economy public local and expand marketing product they . Production craft hand use cloth used as material standard main become Power pull tour education product recycle repeat .

## RESEARCH METHODS

In research this , researcher use approach qualitative which is a process of research and understanding based on a methodology that investigates a phenomenon social and problems human . On the approach this , researcher make a description complex , research words , report detailed from view respondents , and do studies in natural situations (Creswell, 1998 :15). Bogdan and Taylor put forward that methodology qualitative is procedure research that produces descriptive data in written form and also oral from people and observed behavior . ( Moleong , 2007:3).

Study This use approach descriptive qualitative . Descriptive method qualitative can interpreted as procedure breakdown the problem being investigated with describe or to depict condition subject or object research (people, institutions and society ) at the time Now based on facts that are visible and similar existence (Nawawi, 2005). Research This mean to For understand phenomenon about what the subject experienced in a way holistic and with method description in forms of words and language , and with utilise various method scientific . Research basis This expected capable give clear , detailed and scientific description .

Study This carried out in Kampung Perca , Bogor City , location This chosen with consider a number of the uniqueness that exists and the reasons, including is there is society that has desire in develop activity a day day with increase capable entrepreneur make public known especially by outsiders , because uniqueness also from the name of the activity the business being run and the community in need entrepreneurship business small through empowerment training , besides That own potential in the form of desire from society there .

Population study This is inhabitant study the Kampung Perca which consists of 40 people who are in the Kampung Perca house , including sample / respondent in study This covering 15 residents study and 2 informants and also managers .

“ Focus research in essence is problems that originate from experience researcher through knowledge gained through interest scientific or literature others ” ( Moleong , 2001:65). Focus study This covers patchwork village houses in the city bogor , development strategy entrepreneurship small neglect training and development .

Primary data was obtained from observation or observation directly in the field and respondents or informant , namely those involved in a way direct in activities . Observed aspects among others, improvements literacy and business independent . Secondary data in the form of data sourced from documents in the form of photos , notes , recordings , images , and other data sources from journals , books and results study relevant past . Data collection using method interview in depth interview , observation field , and documentation . Interviews done between researcher with Respondent or informant in a way deep .

## **RESULTS AND DISCUSSION**

Community education is education and learning rooted in the process of empowerment , justice social , change process , challenges , rewards , and awareness collective . Community education is effort build capacity public local For involved in develop response to inequality structural and educational as well as For take part in taking decisions and formation policy in community ( Sudiapermana , Elih, 2021: 44). Community education No only about give education in society , but about promote justice social .

Due to the inability that occurs in society , then required breakthroughs and approaches new one among them is development entrepreneurship For increase economy poor people through empowerment . Development entrepreneurship public expected become breakthrough new to be able to speed up achievement growth independent entrepreneurs who have character innovative , resilient and globally -minded . Hadiyanti (2006:38) revealed There is a number of internal inhibiting factors empowerment among others, less Can For each other trust , less Power innovation / creativity , easy surrender / give up / give up hopes , aspirations and ideals low , no capable postpone enjoy results work , insight limited time , familism , highly dependent on assistance government , very tied to the place his residence and not able / unable willing put self as someone else.

Create entrepreneur with character innovative , resilient and globally minded is not easy , because required prerequisites certain , including is capable looking at the future with full optimistic , always try be at the forefront in every change , abstinence give up and follow the world development trend . Harper (1991) stated , to success the beginning business need ability read the right opportunity , have expertise and abilities in the field

to be pursued , doing the right approach in operate business , and have sufficient funds for . Harper (1991) states , for success the beginning business need ability read the right opportunity , have expertise and abilities in the field to be pursued , doing the right approach in operate business , and have sufficient funds For start and operate business .

The theory of needs put forward by McClelland ( Idris, 2003), one of which is... known with the need for achievement or “n Ach”, states some people who have an entrepreneurial spirit have need For achieve thus strong so that He more motivated compared to effort reach benefits . For maximize his satisfaction , someone with need high achiever , tends to set objective they as the challenge to be achieved . Individuals who are motivated by desire high achiever , tends to do work at risk with calculation , but individuals who have desire low For achieve generally avoid challenge , responsibility responsibility , and risk .

Trend public in entrepreneurship is look for ways that are not own challenges and not risky . Ways like this , usually done by novice entrepreneurs with capital and experience limited . This is can understandable , because he is a novice entrepreneur with limited capital Still prone to with the risks experienced . Once He try try Then failed , will forever down No will get up For forever , and even He will pawn everything he has For pay the risks it carries . To develop entrepreneurship based on potential local development strategy is needed entrepreneurship through empowerment society , to make it easy understand and utilize potential owned .

Kampung Perca was born started from concern Nining Sriningsih , resident of RW 01 Kelurahan Sindangsari . He concerned with the condition of the neighbors around it . Not just entangled difficulty economy , but rather Lots problem family that must experienced by his neighbors that . Moved Then his heart For try helping his neighbors with invite they are mothers train sewing . The idea is supported Mardianto , owner place course sewing and convection Harapan Antar Sesama (HAS). He invited machines sewing in place utilized For train .

Likewise remainder cloth and thread sewing that doesn't used again , may used . Support Then increase from Enny Wulan, Chair of the TP PKK Kelurahan The Sindangsari time that , which is indeed experienced in the fashion industry . Early September 2020, Nining's idea came true . A total of 15 mothers state willing join in movement that . was born HAS Sabilulungan movement , which means not enough more , Hope Between Each Other each other Help help in togetherness .

Support to be continued Then come from Head of the Bogor City PKK Mobilization Team , Yane Ardian. Even Yane is also the Chairman Bogor City Dekranasda initiated a big idea . Making Sindangsari Village That as Kampung Perca. For him, Kampung Perca is not only will become solution empowering race women . But For push him become A destination tour new Bogor City, which means empower the region with existing potential .

He admitted that human resources in training cloth HAS Sabilulungan patch Already Enough good . However For a Patchwork Village, need addition quantity and quality of its human resources. In RW 01 Kelurahan The Sindangsari own human resources potential , loans machine sew from PT HAS, waste cloth patchwork and thread as well as coach led direct Head of the PKK Team for the Village Sindangsari . From the results training sew for two months , 15 mothers capable produce masks, gloves pillows , rags, tablecloths , ponytails and can get income although the result Not yet big .

Entrepreneurial strategy efforts in Kampung Perca Bogor can done with various strategies such as the 4 visions of the patchwork village that were created with the aim of For increase quality life a more society Good :

1. Economic Vision
  - Moving economy public ,
  - promote the village as manufacturer main patchwork craft ,
  - Open field Work new ,
  - Increasing economic value area from settlement become destination tourism ( Marketing Center ).
2. Environmental Vision
  - Help reduce waste urban ,
  - Create environment more housing good and healthy
3. Social Vision
  - Increase quality life public ,
  - Increase Power creativity ( HR quality ),
  - Create room public new ,
  - Increase interaction and bonding social society ( Guyub ).
4. Vision of Education
  - As center training and development craft cloth patchwork in Bogor City,
  - As an educational and reference area in waste recycling worth economical ,
  - As an educational and reference area fashion products from waste cloth .

Related with entrepreneurship , Kaswan & Akhyadi (2015:8) emphasized , "There are two things essential in public entrepreneurship : innovation and entrepreneurship , which are supporting activities integrated life ” . Thus as it is Suryono & Sumarno (2013) concerns entrepreneurship at least there is three components , namely learning entrepreneurship , the existence of incubator entrepreneurship and center entrepreneurship . Activities entrepreneurship generally No held in the scope education , especially formal education . However , activities entrepreneurship formed on base foundation through education . Likewise the spectrum entrepreneurship based on the community . Thus as for the soul businessman formed through activity education . With existence study this , responding to conditions the .

## CONCLUSION

Community education is education and learning rooted in the process of empowerment , justice social , change process , challenges , rewards , and awareness collective . Development entrepreneurship public expected become breakthrough new to be able to speed up achievement growth independent entrepreneurs who have character innovative , resilient and globally minded . This is make patchwork village bogor present as a container that is not only focus on improvement economy public will but focus also on other values , such as environmental , social and educational .

1. Promotion must more aggressively on digital media to attract tourists teenager For interested come to the patchwork village .
2. Marketing No only focus only in conventional markets will but must to crawl to the digital market.
3. Create an event or program for interesting more Lots visitors .
4. Always do innovation craft products patchwork made always interesting For consumer

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