



## Online Training About Entrepreneurship For Asahan University Students In Pandemic Era

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### ARTICLE INFO

### ABSTRACT

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This research is a concept online training about entrepreneurship for Asahan University students in pandemic era. The research goal is making the creativity for young students for getting the willingness and idea to increase the entrepreneurship ability in pandemic era. The method used is an experimental online learning method in the entrepreneurship material and literature study concept with zoom meeting room Website and Seminar (Webinar). The way to transfer entrepreneurship knowledge based on journals, books mentioned about the creativity for requiring its quality for economics students and invited entrepreneurship beginner conducted with focus in business feasibility concept of tendency for attracting consumers to for buying interest continuously. From the online presentation of the entrepreneurship to Asahan University Student, there are several points that are asked by audiences about entrepreneurship such as the way to get the entrepreneurship willingness in the Asahan University. From the activity, the government actors must commit the achievement of the results of activities to make the brand new approachment in Asahan Regency

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### 1. Introduction

If we analyze about the start up growing in the students entrepreneurship which runs the concept of creativity in making the outbox thinking. Their knowledge can improve the the government policy, especially in making the progress of entrepreneurs quantity in Indonesia. University of Asahan was established through higher education which provides 12 faculties. It requires an get the quality input to get outputs especially in entrepreneurship ability [1] . Small business must be set dan prepared well to make success themself. They can prepare capital, employees slightly, moving locations. They can be become stronger in terms of implementing the supply of goods and services. They make the tendency for consumers to increase their buying interest continuously [2] Their productivity is a tool of output or worker to produce output for regional economic. They don't take full value of educational entrepreneurship results that will provide increased the quantity of sales [3]

The entrepreneur must set the consumer expectations about the service quality for individual or company satisfaction [4]. Work environment requires them to be careful in working and arising in the

by the accident from the collapse of the foundation and crushed material in competitive business environment [5] Entrepreneurship is one of the most important things to increase the empowerment get the development in income target. Measurable output occurs in the market market mechanism can be taken part in the Asean Economic Community (AEC)[6]

Innovation and creativity can increase the advancement of the industry. The inspiration for making a business in creating the brand image. It can process the innovation of existing products and has a high value when competing on market mechanisms [7] Entrepreneurship relies on the success market demands or stalled that can be confirmed by the best target goal [8]. Market mechanism must also be made to be a new sense of Money Market (Capital Market) need to think about to become actor in going international as the brand in the future [9] . The increasing of entrepreneur in Asahan regency for tremendous depending on intelligence and strategy in making the service. Social economic concept creates the business sector to make every community as the reformer [10]] . From the related phenomena, The problems can be discussed such as how the entrepreneurship online training that is educated for Student in Asahan University.

## 2. Method

The method used is an experimental online learning method in the entrepreneurship material and literature study concept with zoom meeting room Website and Seminar (Webinar). The material is presented about the progress of entrepreneurship with the data sources from international journals, books, the Central Bureau of Statistics which were transferred into focus group discussions with Asahan University Student and entrepreneurship beginners.

## 3. Result of the research

The way to tranfer entrepreneurship knowledge based on journals, books mentioned about the creativity for requiring its quality for economics students and invited entrepreneurship beginner conducted with focus in business feasibility concept of tendency for attracting consumers to for buying interest continuously. It can be gained by good services and give the best concept serving in lovely product that is designed properly. It can be started the best planning through supply and demand with the first concept in business plan. It is a way for young ones to for increasing Asahan economic performance. By giving the valuable educational entrepreneurship, It can give the best contribution for the next its movement economic.



Figure 1. The Webinar Poster in Asahan University

The next part, They must think the service quality for individual or company who requires the most careful action in working and so that it can minimize the collapse of the company and give the

spirit of competitiveness in business circumstance. It can strengthen the empowerment in getting the income goal. The output resulted in the market mechanism can the capital to compete globally. For finishing the material, some materials give the point in Innovation and creativity form making the progress in using brand image for the product. It can make the high value for making the balance in market demands for reaching the goal. It is a new guess to give the brand strategy to compete internationally. The Asahan entrepreneur can make the innovative strategy in making best the service. The concept of creativity can create the business sector to join the business community in Asahan .

### C. Discussion

From the online presentation of the entrepreneurship to Asahan University Student, there are several points that are asked by audiences about entrepreneurship such as the way to get the entrepreneurship willingness in the Asahan University. Based on the result of the online webinar, it can resulted form the hobby that is liked by them. It is a way can create the creativity in busines. They can create a brand new business plan by making the inspiration from the famous innner or outer Asahan. Sometimes, we must move on the new strategy to get the feasibilty in business such as the its executive summary, profile, How to make the product, management analyze, makerting analyze, income target and the financial decision. Making the business gives us the creativity soul to gain the attractiveness in influicing people in uniqe way.

The next question in the online session is how to make the best strategy to make the creativity. In this case, we must know about the service excellent concept. It can create first in ourselves thought about the ones need based on the facing era. Nowadays, we facing the industrial revolution 4,0. It's a disruptive one that we must make the best breakthrough in market mechanism. The online social media such as facebook, twitter, instagram, whatsapp is a way to get the potential customer. They must make the nice video brand that is upgrade daily. As the milenial characters, It can influence and endorse many innovation about the brand visually. The last question is how to win the competition in market competition. According to make the empowerment aspect must think the result that can be gained. The output capital is gaining the market fundamental especially in the market need. Having finished the innovation and creativity progress in playing brand image to get brand awareness. It can make the added supplementary demands as the qualified brand. It is the brand strategy to compete by getting the innovative community in making best the service. Its creativity can create the business sector to gain much results in entrepreneurship community in Asahan .

### 4. Conclusion

From 150 participants such Asahan University and entrepreneurs feels satisfied about the webinar. The way to inform the entrepreneurship knowledge must be equal to business feasibility concept for attracting the purchasing power continuously. The best concept of service in can influence the supply and in business plan. It is a way for young people to get in touch in market community. By gaining the valuable educational entrepreneurship can give the contribution for Asahan economic. The service quality can minimalize the collapse of the company and give the competitiveness in business area. It can improve the empowerment in getting the income target. It resulted in the market mechanism to compete globally. Some materials give the point in Innovation and creativity form making the progress in using brand image for the product. It is a new guess to give the brand strategy to compete in making best the service. The concept of creativity will the spirit of business sector. From the entrepreneurship to Asahan University Student, There is a way to create the creativity in busines. They can create a brand new business plan by making the inspiration from the famous innner or outer Asahan. The real action in business plan is, management analyze, makerting analyze, income target and the financial decision. Making the business gives us the creativity soul to gain the attractiveness in influicing people in uniqe way. We can create the need based on the facing era. In disruptive era that we must make the social media such as facebook, twitter, instagram, whatsapp is a way to get the potential customer. The video brand that is upgrade daily. As the milenial characters, It can influence and endorse many innovation about the brand visually. For the empowerment aspect must think the result that can be

gained. It is the brand strategy to compete by getting the innovative community in making best the service.

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