



Actualization of Karang Taruna in Implementing Entrepreneurial Values in Drajat Village, Kesambi District, Cirebon City

Fathurrahman Aji¹, Etty Ratnawati², Yeti Nurizzati³

Program Studi Tadris Ilmu Pengetahuan Sosial, Institut Agama Islam Negeri Syekh Nurjati Cirebon, Indonesia

Correspondence: E-mail: fathurrahman471@gmail.com, ettyratnawati69@gmail.com,
yeti678@syekhnurjati.ac.id

ABSTRACT

This study aims to find out and describe the actualization of Karang Taruna in implementing entrepreneurial values, driving and inhibiting factors, and the strategy of Karang Taruna Pangeran Drajat in actualizing entrepreneurial values. This research is a qualitative research with the technique used is a snippet of purposive sampling. Data collection techniques with interviews, observations and document analysis. Data validity uses data/source triangulation techniques and triangulation methods. Data analysis uses an interactive analysis model. Based on the results of the study, it can be concluded that the actualization of Karang Taruna Pangeran Drajat in implementing entrepreneurial values is to be able to see opportunities, optimism, able to take risks, creative and innovative, commitment, and proactive, these values are applied to every entrepreneurial activity. Then the driving and inhibiting factors in actualizing entrepreneurial values include, driving factors: environmental conduciveness, skills and knowledge, motivation and commitment, inhibiting factors: capital problems, managerial problems, business location problems. Then the strategy of Karang Taruna in implementing entrepreneurial values includes: education and training, communication and practice, believing in ability.

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1. INTRODUCTION

In the era of globalization along with the rapid flow of technological developments, Indonesia is currently experiencing progress and changes in the economic sector that require high-quality human resources so that they can compete to achieve a prosperous life. In addition, Indonesia is predicted to experience the peak of the demographic bonus, in the press release of the National Development Planning Agency in 2017 stated that Indonesia will experience a demographic bonus period in 2030-2040. To answer this challenge, of course, it is necessary to strengthen the competitiveness of work efforts in entering the global market. Entrepreneurship has a significant impact on the economic growth of a country, in the era of globalization and technological progress, entrepreneurship is also increasingly recognized as a means to achieve sustainable development goals. Entrepreneurship in Indonesia will not develop and cannot improve the Indonesian economy if it does not move, therefore government attention and public awareness are needed in developing the field of entrepreneurship, because with the development of entrepreneurship can develop the Indonesian economy (Abd. Rahman, 2019).

Karang Taruna has a function and role for society, especially youth, one of its functions is that Karang Taruna functions to increase productive economic efforts (Febri F, 2018). The activity will enable the young generation to hone their creativity, innovate, improve their abilities and potential in the field of entrepreneurship, and foster community

independence so that they have experience in entrepreneurship. Entrepreneurship is usually interpreted as something related to managing business activities. Entrepreneurship can be a fairly promising profession. In addition to having their own income, entrepreneurship has a big influence on this nation, namely reducing unemployment. In entrepreneurship, of course, there are values contained in it, values in entrepreneurship will be associated with entrepreneurial attitudes and characters, how an entrepreneur carries out responsibilities, carries out his duties, how decision-making activities are carried out, and how to behave towards his subordinates so that he can become a tough and competitive entrepreneur.

Entrepreneurial values can also be seen from entrepreneurial activities such as planning, organizing, to production and marketing. Entrepreneurial values have a positive and significant influence on business independence (Hendarwan, 2018). If entrepreneurial values are successfully expressed in entrepreneurial activities, it can make entrepreneurs have good entrepreneurial skills. Entrepreneurial ability can be seen from how the entrepreneurial process is carried out, starting from the ability to be creative, innovate and so on. Currently, the reality is that an entrepreneur does his business to the maximum but does not internalize and apply entrepreneurial values, in fact, not a few entrepreneurs do not know the entrepreneurial values themselves. Strengthening the entrepreneurial spirit will have an impact on strengthening entrepreneurial behavior, and increasing entrepreneurial values will increase entrepreneurial

behavior (Sukirman, Entrepreneurial Spirit and Entrepreneurial Values Increasing Business Independence Through Entrepreneurial Behavior, 2017). Therefore, the youth organization in Drajat Village as a forum for channeling opinions, pouring out creativity and a place for entrepreneurship for young people must be able to actualize entrepreneurial values in various entrepreneurial activities in order to form a strong entrepreneurial character and be able to compete in the era of globalization, especially since the geographical location of Drajat Village is close to the heart of Cirebon City as a center of industry and development.

Based on the problems that occur in the field, the purpose of this study is to determine the actualization of youth organizations in implementing entrepreneurial values in Drajat Village, Cirebon City, to determine the driving factors and inhibiting factors in actualizing entrepreneurial values, and to determine the strategy of youth organizations in Drajat Village, Cirebon City in actualizing entrepreneurial values.

2. METHODS

This study is a qualitative study with the technique used is a snippet of purposive sampling. Data collection techniques with interviews, observations and document analysis. Data validity uses data/source triangulation techniques and triangulation methods. Data analysis uses an interactive analysis model.

2.1 Research Method

The type of research conducted is research with a descriptive qualitative approach. According to (Sugiyono, 2010)

that the qualitative research method is a research method used to research the natural conditions of objects, where the researcher is the key instrument, data collection techniques are carried out by triangulation (data combination), data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization. This study uses a descriptive qualitative research approach because this study presents, describes or illustrates data descriptively about the Actualization of Karang Taruna in Applying Entrepreneurial Values.

2.2 Research Subjects

The research subjects are data sources that will later be asked for information regarding the problems to be discussed in the study. Determination of research subjects is carried out by taking samples adjusted to the research objectives. To obtain appropriate data, determining informants is important. Informants must have competence or be in accordance with data needs. Therefore, the research subjects in this study are the administrators and members of the Karang Taruna youth in Drajat Village, Cirebon City.

2.3 Place and Time of Research

This research was conducted in Drajat Village, Kesambi District, Cirebon City, West Java Province. Karang Taruna Pangeran Drajat is quite active in carrying out its functions and roles as a youth organization in Drajat Village, Kesambi District, Cirebon City, so it attracts researchers to conduct research on the actualization of youth organizations in implementing entrepreneurial values in Drajat Village. And the time of this research includes preparation activities to

the preparation of research reports, namely from June to August 2022.

2.4 Data Collection Techniques

Data collection techniques are the methods used by researchers to collect the data needed for research results. The first data collection technique is interviews, which is one of the data collection techniques through direct conversations with informants or sources. The second is observation, which is an activity of observing and recording symptoms that appear in the research object. This observation technique is used to directly and indirectly observe the Actualization of youth organizations in implementing entrepreneurial values. And the last is documentation, which is one of the data collection techniques through existing documents. Part of the documentation in this study is in the form of books, newspapers, magazines, notes.

3. RESULTS AND DISCUSSION

3.1 Actualization of Karang Taruna in Implementing Entrepreneurial Values

The results obtained from interviews with the head of Karang Taruna, secretary, and village head of Drajat showed that Karang Taruna Pangeran Drajat, Drajat Village, has currently carried out several entrepreneurial activities, including selling ornamental fish and equipment, selling and making plaques, making and selling flower decorations and clothing screen printing services, this can be strengthened by the results of observations conducted by researchers, Knowing that Karang Taruna is a village community institution (LKD) which has the task of empowering the community, participating in planning and implementing development, and

improving community services that are coordinative and consultative to the village government. With the existence of a productive economic business program by Karang Taruna in villages/sub-districts, it will help the government in achieving community welfare and preventing social problems, especially for young people, which is reinforced by the Regulation of the Ministry of Social Affairs Number 77/HUK 2010 concerning the basic foundations of Karang Taruna, namely one of the functions of Karang Taruna is to increase productive economic efforts (Hilmi Z, 2019).

Actualization of Karang Taruna in implementing entrepreneurial values is the process of Karang Taruna implementing and applying entrepreneurial values in real actions. Entrepreneurial values that are generally valued include innovation, creativity, courage, perseverance, and responsibility. Karang Taruna Pangeran Drajat goes through several steps in actualizing entrepreneurial values, including starting from understanding entrepreneurial values, then applying these values to every aspect of the business, then trying to improve entrepreneurial skills by upholding the values that have been applied, establishing relationships with entrepreneurs, and always committing to continuing to grow and learn.

The results of the research conducted found that Karang Taruna Pangeran Drajat has actualized entrepreneurial values by dividing them into every process starting from production, marketing, finance, to human resources. In the production process carried out in the entrepreneurial activities of Karang Taruna Pangeran

Drajat based on interviews and observations conducted by researchers, in production activities, members of Karang Taruna already have fairly mature production management. Production activities are one of the main activities in business management, where entrepreneurs make products from raw materials into finished goods and are ready to be marketed. Production activities in the Karang Taruna business sector include product design in the field of screen printing and ornamental plant crafts adjusted to the innovation and creativity of each member. Product design is adjusted to the theme, as a characteristic and specialty of Karang Taruna products as a creative business field. Creativity and innovation in entrepreneurship have been shown to have a significant influence on motivation in carrying out entrepreneurial practices (Fatkurahman, 2021). The selection of design takes into account the ability and skills in designing products. In addition, product design must also look at existing market tastes. Usually Karang Taruna Pangeran Drajat looks for models on the internet as reference material in creating fresh, fashionable, attractive and unique designs. In addition to making product designs, production activities in the Karang Taruna business sector also include the process of making goods, members of Karang Taruna Pangeran Drajat with their experience, they are able to choose raw materials by considering the price and quality of the raw materials so as not to disappoint customers. From these raw materials, a series of production activities are then carried out until the goods are ready to be marketed. Production activities are carried out by members of Karang Taruna. Members of

Karang Taruna who make are selected as those who have good work quality, neat work results, have the ability to work in a team and solid team cohesion so that production activities run smoothly.

The explanation of the production activities above is in accordance with the concept put forward by Winardi (2003: 48) in technical skills, namely entrepreneurs often show that they have a high level of competence. Typically they bring with them certain experiences related to their business efforts. In real life, it is proven that successful entrepreneurs have developed the skills, experience and resources they need to take advantage of existing opportunities. This study is also in accordance with the theory put forward by Alma in (Wininatin, 2021), that organizational factors include having a solid team in running a business so that all plans and operational implementations run productively, the existence of a solid strategy as a product of a compact team and the existence of a product that is proud of or a specialty that is owned.

Actualization of Karang Taruna in implementing entrepreneurial values is also found in the marketing process, from interviews and observations with informants, a line can be drawn that explains that in running a business, a marketing scheme must be had. Marketing success will affect how much customer interest in the products produced. Marketing is a very important activity for this Karang Taruna business sector. Through marketing activities, Karang Taruna introduces their new products, informs customers of existing promos, characteristics or uniqueness that distinguishes them from other products and so on. Marketing activities in

the current era are fairly easy to assist with increasingly developing technology. The selection of internet media as one of the marketing media is considered very helpful because basically Karang Taruna products are youth products, where today's young people are indeed very enthusiastic about internet technology. The marketing strategies used by Karang Taruna Pangeran Drajat include the use of online media, participating in events and exhibitions, supporting social events, and so on.

From the explanation of marketing strategy, it is in accordance with the theory put forward by Carlos and William (2000: 198-199), the field of marketing strategy in planning is a marketing decision that will change the basic idea of goods or services into goods or services as a whole, a promotional decision that will communicate the necessary information to the target market, a distribution decision regarding product delivery to consumers, a pricing decision that establishes an acceptable exchange value for goods or services as a whole. Then regarding the financial aspect, based on interviews and observations that have been conducted by researchers related to finance/financial on members of Karang Taruna Pangeran Drajat, researchers found good progress in their sales. All of this is inseparable from the hard work of entrepreneurs and solid teamwork, namely the existence of a good managerial pattern, being able to maintain product quality, optimal marketing activities so that they gain the trust of customers and sales increase every year. Thus, Karang Taruna has hopes and ideals that in the future they will be able to become trendsetters and their businesses can grow and of course

can have an impact on the surrounding community. This explanation complements the theory put forward by Winardi (2003: 48) in the core behavior of entrepreneurs, it is explained that entrepreneurs need to have knowledge and understanding of the financial field, namely entrepreneurs need to get accurate, timely information, if they are going to make the right financial decisions. The last is in the aspect of human resources (HR), human resources or workers in the business field owned by this youth organization are one of the important icons where their workplace is a place that sells various products. So workers must also understand the development of the times and current market tastes. The members of the youth organization also help each other in running their businesses so that business goals can be achieved. From the research that has been done, it can be said that the youth organization has criteria in human resources, namely communicative, honest, disciplined and responsible and has knowledge and interest in the business world that they are engaged in. By paying attention to the explanation above, in the use of human resources (HR), the results of this study complement the theory put forward by Winardi (2003: 48) namely in order to take advantage of opportunities, entrepreneurs also need to be good managers. Those who succeed have acquired the skills needed to manage the human resources and financial resources of their business.

Actualization of Karang Taruna in implementing entrepreneurial values is a process, practice, manifestation of Karang Taruna Pangeran Drajat implementing and applying entrepreneurial values in real action. The entrepreneurial values applied

in carrying out entrepreneurial activities include seeing opportunities, meaning that Karang Taruna Pangeran Drajat is able to see opportunities to create new business fields, namely creative businesses where these opportunities are obtained from the hobbies of Karang Taruna Pangeran Drajat members, then the value of Optimism, Karang Taruna Pangeran Drajat feels sure and confident with the entrepreneurship they run, this is a positive suggestion where they are able to be steadfast and believe they can overcome obstacles in running a business, besides that there is a value of the ability to take risks applied by Karang Taruna Pangeran Drajat, they choose and start their business by taking moderate risks, including limited business capital, using the available capital but using it with clear intentions and goals. Then there are the values of Creativity and Innovation that are applied, this can be seen from how the Karang Taruna Pangeran Drajat produces different products between business fields, then the value of commitment, members of the Karang Taruna always adhere to the vision and mission of the business, and finally there is a proactive value, where members of the Karang Taruna carry out management activities or business management based on future orientation. These entrepreneurial values are then actualized by Karang Taruna Pangeran Drajat by dividing them into every process from production, marketing, finance, to human resources.

3.2 Driving and Inhibiting Factors in Actualizing Entrepreneurial Values

Several points can be taken by researchers from the results of interviews and observations regarding driving

factors, such as the internal environment of Karang Taruna members and the external environment such as a supportive community, skills and knowledge about entrepreneurship, and motivation and commitment to each member of Karang Taruna. The inhibiting factors for Karang Taruna Pangeran Drajat include capital, managerial, and business location problems. These points can certainly influence Karang Taruna Pangeran Drajat in actualizing entrepreneurial values.

From the research data that the researcher collected, there are driving factors that greatly influence the actualization of entrepreneurial values carried out by Karang Taruna Pangeran Drajat in carrying out entrepreneurial activities, entrepreneurial values have a significant influence in running a business, and in running a business, an entrepreneur will certainly encounter obstacles in his activities. However, this must be minimized and how an entrepreneur answers a series of obstacles and obtains the most optimal problem-solving point. This is in accordance with J. Winardi's theory in (Rukanda, 2020), that successful entrepreneurs are very agile in making decisions that affect their operations. In their minds, decisions are right if they lead to the achievement of the desired goals.

There are driving and inhibiting factors that greatly influence the actualization of entrepreneurial values carried out by Karang Taruna Pangeran Drajat in carrying out entrepreneurial activities, including the first, namely the driving factor of a supportive environment, in a conducive environment, both in social and physical contexts, can

provide positive support as well as in carrying out entrepreneurial activities, in addition there are driving factors of skills and knowledge, individual abilities in the form of relevant skills and knowledge are very important for Karang Taruna Pangeran Drajat in carrying out their entrepreneurship, Karang Taruna Pangeran Drajat has the expertise needed to achieve goals or make an innovation, and the last in the driving factors there is motivation and commitment, intrinsic and extrinsic encouragement, and the level of commitment to goals or projects, can provide Karang Taruna Pangeran Drajat with the energy and perseverance needed to achieve success. Then there are inhibiting factors including capital problems, the members of the Karang Taruna admit that there are capital problems at the beginning of the establishment of the business and to develop their business, in addition there are inhibiting factors such as managerial problems, obstacles in managerial problems related to production. It is undeniable that management support is important in triggering motivation as an entrepreneur to build positive working relationships so as to obtain specific and comprehensive results (Timotus, 2023), HR, financial, and marketing, while the last inhibiting factor is the problem of business location, minimal parking space and the lack of strategic business location which hinders the running of business activities.

3.3 Karang Taruna Strategy in Actualizing Entrepreneurial Values

Strategy in general can be interpreted as an integrated plan designed to achieve certain goals in complex or competitive

conditions. Strategy involves the selection and allocation of appropriate resources, wise decision making, and coherent long-term action planning to achieve desired goals. In various contexts such as business and entrepreneurship, strategy is often used to achieve competitive advantage, growth, or achievement of long-term goals. According to the chairman of Karang Taruna, Pangeran Drajat, strategies that are made spontaneously or not planned properly can certainly affect the results in actualization entrepreneurial values, but the head of the youth organization has a plan such as communicating and participating in entrepreneurship training for members of the youth organization, in this case it can be said that the Pangeran Drajat Youth Organization actually has a strategy that has been planned but has not been implemented optimally.

The spirit of never giving up is a strategic point that is explained from the interview with Lutfi as the secretary of the youth organization, in this case it may refer to the strategy by means of communication and providing motivation to fellow members of the Pangeran Drajat Youth Organization, the researcher still feels incomplete in the discussion of the Pangeran Drajat Youth Organization strategy in actualizing entrepreneurial values, therefore the researcher continued to ask the same thing to the Head of Drajat Village, the Head of Drajat Village explained that several strategies carried out by the Drajat Youth Organization in implementing various entrepreneurial values are through communication, believing in abilities, and participating in entrepreneurship training or seminars that will be the basis of

knowledge for carrying out entrepreneurial activities in the future. The Pangeran Drajat Youth Organization also studies various types and forms of entrepreneurship by utilizing the environment, socio-economic conditions of the local community, and prioritizing local wisdom. Thus, Karang Taruna Pangeran Drajat can apply it in its entrepreneurial activities, over time knowledge and insight about entrepreneurship will increase by itself, and of course in entrepreneurial activities the application of entrepreneurial values should be applied as much as possible because it is the foundation for productive economic efforts carried out by Karang Taruna Pangeran Drajat to achieve a success called Business Independence.

Some strategies carried out by Karang Taruna Drajat in applying various entrepreneurial values are through communication, believing in abilities, and attending entrepreneurship training or seminars that will be the basis of knowledge for carrying out entrepreneurial activities in the future. Karang Taruna Pangeran Drajat also studies various types and forms of entrepreneurship by utilizing the environment, socio-economic conditions of the local community, and prioritizing local wisdom. Thus, Karang Taruna Pangeran Drajat can apply it in its entrepreneurial activities, over time knowledge and insight about entrepreneurship will increase by itself, and of course in entrepreneurial activities the application of entrepreneurial values should be applied as much as possible because it is the foundation for productive economic efforts carried out

by Karang Taruna Pangeran Drajat to achieve a success called Business Independence.

Value application strategy is an approach designed and implemented to ensure that certain values are well integrated into a system or organization. This strategy aims to encourage the adoption and practice of these values in the daily actions of individuals or groups. The value application strategy involves concrete steps to communicate, support, and integrate certain values in the Karang Taruna organization. In the actualization of Karang Taruna in instilling entrepreneurial values, a clear understanding of the values to be applied is needed, as well as efforts to ensure that these values are manifested in real practice. According to the results of the research conducted, the strategy for implementing entrepreneurial values involves a series of steps and approaches aimed at developing entrepreneurial attitudes and skills in individuals or groups.

The strategy of the Pangeran Drajat Youth Organization in actualizing entrepreneurial values involves a series of steps and approaches aimed at developing entrepreneurial attitudes and skills in individuals or the Pangeran Drajat Youth Organization itself. The strategies of the Pangeran Drajat Youth Organization in actualizing entrepreneurial values include education and training, the Pangeran Drajat Youth Organization participates in education and training aimed at increasing the understanding and awareness of individuals or groups of the entrepreneurial values that they want to apply, this can be done through workshops, seminars, special training, or

other self-development programs, Entrepreneurship development can open up employment opportunities which is good news for the demographic bonus phenomenon where the main challenge is employment (Salma S, 2020). Then the strategy by communicating and practicing, this strategy, the Pangeran Drajat Youth Organization communicates in the form of discussions, and deliberations regarding entrepreneurship after communication runs smoothly, then the Pangeran Drajat Youth Organization continues with direct practice in the field, meaning that the implementation in real terms. And finally there is a strategy of believing in ability, in this strategy refers to the belief of the members of the Pangeran Drajat Youth Organization in their abilities, values, and success, this involves a positive attitude towards themselves and each member of the Pangeran Drajat Youth Organization, confidence in facing challenges, and the ability to overcome obstacles.

4. CONCLUSION

Karang Taruna Pangeran Drajat has actualized entrepreneurial values by dividing them into every process from production, marketing, finance, to its human resources. in production, marketing, and management activities. The members of the Karang Taruna already have fairly mature production management, carry out fairly good marketing, and carry out management as optimally as possible, because there are several values applied by the Pangeran Drajat Youth Organization, including, seeing opportunities, optimism, being able to take risks, being creative & innovative, commitment, and being proactive. In the practice of implementing entrepreneurial values by Karang Taruna

Pangeran Drajat, it cannot be separated from obstacles, several inhibiting factors faced by Karang Taruna Pangeran Drajat in actualizing entrepreneurial values are capital problems, managerial problems, and business location problems. In addition to inhibiting factors, there are also driving factors, including environmental conduciveness, skills and knowledge, motivation and commitment. A series of efforts or strategies are needed in implementing entrepreneurial values so that the application of these values can be effective and run well so that Karang Taruna Pangeran Drajat participates in education and training, conducts communication and field practice, strengthens mentality and believes in abilities.

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