


KPM ProKUS Entrepreneurship Innovation in Cililin Bandung Regency, West Java

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Article Info	ABSTRACT
Keywords: Innovation, Entrepreneurship, ProKUS	Technological developments have made many changes throughout the world. Developments such as trends in fashion, food, or services have grown rapidly or can be known quickly through existing technology as it is today with the development of this technology can contribute to markets or markets that have not been reached. To be able to support ProKUS, KPM ProKUS is also faced with technological developments that can develop their business even better. This study used a qualitative approach by taking purposive sampling of 3 informants. The data collection methods used in this study were in-depth interviews of informants as well as observations. The results of this study are beneficiary families take advantage of technological developments that can help them make an innovation in their business so that they can develop more.
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INTRODUCTION

Basically, humans are creatures who continue to move to develop, those who have entrepreneurship are people who always know their potential and have a way of developing with opportunities to realize their dreams. Entrepreneurship can hone innovative and creative skills and be observant to be able to see an opportunity and can bring a positive change so that the business can develop and have value. The creation of this innovation is due to the necessity to adapt to the existing gap or between what exists and what should exist and what is needed by the surrounding community. There are so many programs offered by the government to improve a business so that it can develop more, one of which is the Entrepreneurship Program (ProKUS). Through this program, there are many benefits obtained by beneficiaries to be able to develop their business. This program started in 2020 which is located in 5 regions, namely; Semarang Regency, Majalengka Regency, Bantul Regency, West Bandung Regency and DKI Jakarta. This program is a government program as a continuation of the Family Hope Program (PKH). The Social Entrepreneurship Program (ProKUS) is a continuation of the Family Hope Program (PKH) so that they do not fall into poverty again. With this ProKUS, they are given training or mentors in running their business and given capital stimulants to develop their

business to be more advanced. Using one of the empowerment models that can overcome social problems. This social entrepreneurship approach is an approach that uses principles to be able to overcome social problems in the surrounding environment and also this model can be developed in an integrated manner with conventional business systems, going hand in hand or separately.

ProKUS in West Bandung Regency began in 2020 involving 286 beneficiaries. They get Business Capital Social Assistance to be able to increase their business to a more advanced level. The beneficiaries of ProKUS are of various types, including; Culinary 24.5% (70 beneficiaries), Agribusiness 29.02% (83 beneficiaries), Retail 34.9% (97 beneficiaries) and Fashion cluster 12.6% (36 beneficiaries). There are two kinds of abilities in this business, namely beginners (Startup) and developing (Scaleup). According to data from the West Bandung Regency Social Office, 32.02% are for startups or 92 beneficiaries, while for scaleup, around 67.1% or 192 beneficiaries are in this phase.

One of the handling of social problems carried out by various developing countries including Indonesia is social entrepreneurship activities, social entrepreneurship has the aim of overcoming social problems that exist in the surrounding environment or in the community, especially poverty. Social entrepreneurship is one solution that can distribute aid continuously so that it can empower the poor to be free from evil. (Schwab, 2010) argues that social entrepreneurs play an important role in fighting the economic crisis to be able to advance economic development by empowering people and the environment through innovative and effective business models.

Social Entrepreneurship is a derivative of entrepreneurship. A combination of two words, namely, social which means society and entrepreneurship which means entrepreneurship. The simple term of social entrepreneur is someone who understands social problems and uses entrepreneurial skills to be able to overcome these social problems through social change in the fields of welfare, education, and health (Cukier W. S., 2011).

(Hulgard, 2010) summarizes the definition of social entrepreneurship, namely as the creation of social value formed by collaborating with other people or community organizations involved in social innovation that implies an economic activity. Entrepreneurship can contribute to the country in order to develop economically, in addition to reducing unemployment, it can also increase state tax revenue, with the entrepreneurship of the community to become more independent (Arrezqi,2022) Along with the development of the digital age that utilizes technology to be able to provide information or increase the competitiveness of this industry, there are many innovations that can be done in doing entrepreneurship (Prasetyo, 2018)

Innovation in entrepreneurship is very important in developing or improving the business being run. The purpose of this innovation is to create social change in a positive direction and can solve social problems around it. Entrepreneurship is the ability to create something new and different through innovation and creative action to create opportunities The potential to carry out this innovation is very easy to access with the presence of the digital era like today can facilitate promotions or transactions. Or seminars, seminars, seminars,

workshops that are easy to access in order to get the latest information to be able to support their business.

Various kinds of BUMDes activities in implementing the concept of social entrepreneurship to be able to develop village potential. BUMDes also help to create innovation and facilitate to reduce unemployment through managing village markets and selling superior products for small and medium enterprises in the form of snacks (Muryanti, 2020). Innovation is a skill in analyzing in creating an opportunity that will occur. According to James M. Higgin in Herry Wibowo there are 4 principles of innovation;

1. Product Innovation, This type of innovation is an innovation that produces various new forms of services or services. One example that we can know is in the field of technology, one of which is Mobile. Every month there are the latest products, or features that go even better.
2. Process Innovation. This innovation will usually have an impact on the effectiveness and efficiency of the production process. One real example that can be found everyday is in the shopping process, where before technology was not too advanced people usually shop directly to the place, for now people can shop through their mobile phones only.
3. Marketing Innovation. This innovation is closely related to the marketing carried out by business actors in increasing the desired profit. In this all-digital era, marketing innovation is very unlimited and its reach is very wide.
4. Management Innovation. This innovation is directly related to the management process that occurs in an organization / industry. with the development of the digital age like today it can facilitate various activities such as communication between colleagues can be more flexible through mobile phones.

The practice of social entrepreneurship carried out by the Al-barokah Foundation has social innovation and social entrepreneurship in developing and creating social changes to embrace children to be able to deepen religious knowledge. The practices carried out include Innovation, Opportunity, Leadership, Value creation, Social benefit, Profitability, with this entrepreneurial practice that has been carried out can create opportunities for the Al-Barokah Foundation to maintain or develop its institution for the better (Herry Wibowo, 20221)

The creation of new opportunities and innovation is one of the hallmarks of social entrepreneurship. Women Migrant Workers (BMP) in Lipusari Village carry out various forms of innovation, one of which is making instant tiwul from cassava, the media used in marketing follows the development of the digital era so that it can provide convenience in marketing and selling products (Eko Wahyono, 2019)

METHOD

The use of qualitative research approaches is intended to understand the phenomenon of what is experienced by research subjects holistically, by means of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods (Moleong, 2007). The use of a qualitative approach is essentially observing people in their environment, interacting with them, trying to understand their language and interpretation of the

surrounding world (Kirk and Miller in Moleong, 2007). By using a qualitative approach to this research, the data obtained will be more complete, more in-depth, credible and meaningful, so that the research objectives can be achieved. The informant determination technique used in this study is purposive sampling with the criteria, namely; registered with ProKUS and has a business. The data collection techniques used in this study are; In-depth interviews, Observations, and Document Studies. For data processing and data analysis using interactive analysis. And for the data validity technique used in this study, namely triangulasi data.

RESULT AND DISCUSSION

The innovation process carried out by KPM ProKUS in Sindangkerta Village is various kinds that make them survive or go better than the previous one.

Product Innovation

Various informants have various product innovations, they develop their businesses by opening new businesses to increase their income, such as AN which initially only sold pulses, now developing to open food businesses such as seblak and selling grocery stalls. To get to this stage, he saved to be able to expand his business and get capital stimulants from the ProKUS program, furthermore, with the IF informant having a business such as selling pulses, over time it develops such as opening a furniture business in this product innovation, it can develop its business, the informant uses the help of stimulants from ProKUS, it develops to open a furniture business and the last informant Y initially only has a cassava chip business which has 2 flavors, namely salty and spicy, the informant will add a new taste, namely seaweed flavor, over time Y now developed to open a new business, namely catering in reaching this stage informant Y saved in order to open a new business.

Process Innovation

Various kinds of processes in order to be able to carry out transactions, with the digital era like today there are so many things that can be done only from home, the previous AN Informant Business was only people who came and bought merchandise in their stalls along with the development of zama AN using smartphones to be able to make transactions or credit orders and so on to maximize their business. IF informants also do the same to market and communicate with buyers and agents. Furthermore, informant Y maximizes the development of existing technology to be able to communicate with buyers and with workers in order to be more effective and efficient.

Marketing Innovation

This marketing process is a process to be able to increase results or profits for his business, this AN informant uses social media such as Whatsapp with the Whatsapp Status (SW) feature that can market his sales. IF informants also do the same thing in marketing their sales, using Whatsapp media by using the Whatsapp Status feature in order to market their credit and furniture sales. While Informant Y photographed his merchandise with officials or people who could influence his business so that people were interested in buying his merchandise, his marketing was also done using Whatsapp media, and e-commerce such as

Shoppe.

Management Innovation

This management process is related to the business management process or to third parties to make their business run smoothly. AN informants use Whatsapp media to make an order to a pulse agent or gas agent to restock their business. Informant Y also uses the same media to be able to inform workers if there is an order for catering or cassava chips. The same thing is also done with IF informants using Whatsapp social media to be able to communicate with their pulse agents.

CONCLUSION

The development of this all-digital era makes many changes and makes it easier for many people, one of which is with smartphones that can make people able to communicate from a long distance. Various innovations and marketed through digital media are able to facilitate the development of social entrepreneurship. Digital media is important in innovating to be able to develop social entrepreneurship that can help connect buyers and sellers through smartphones, with this innovation developed by KPM ProKUS can also support increased income for its business. The use of this technology is used as well as possible by the community and can make various innovations in developing the business of KPM ProKUS Sindangkerta Village.

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